Patrick Williams

201 Park at North Hills Street, Apt 516 • Raleigh, NC 27609

(336) 456-1633 • patrick.weeyums@gmail.com

OVERVIEW

Experienced business analytics professional with a record of partnering with executives to understand analytics needs and deliver insightful analyses that empower strategic decision-making. Looking for the opportunity to build and lead the analytics infrastructure at an entrepreneurial company.

Demonstrated success and skills:
- Advanced the sales analytics and reporting capabilities at a leading pharmaceutical firm
- Led creation of entire reporting and analytics infrastructure for leading aesthetic company
- Developed subscription model program to automate semi-annual placement of over $2MM in recurring orders
- Serve as a data-driven trusted business advisor to business leaders across Marketing, Finance, Sales, Operations

EDUCATION

NC State University, Institute for Advanced Analytics   **Raleigh, NC**
Master of Science in Analytics, May 2015

University of North Carolina at Chapel Hill   **Chapel Hill, NC**
Master of Business Administration, May 2009. Concentration in Entrepreneurship.

Wake Forest University   **Winston-Salem, NC**
Bachelor of the Arts, May 2003. Economics and Spanish Majors.

EXPERIENCE

Solta Medical, A Bausch Health Company   **Raleigh, NC**
Sr. Marketing Analytics Manager   Feb 2019 - Pres
- Created subscription model to encourage accounts to re-order each month
  - Developed compelling promotion to motivate accounts to enroll in Auto-Ship subscription program, in which commonly purchased items are shipped to accounts each month.
  - Used deep customer data to conceive and design the program, gained buy-in from Finance and Sales leadership, and trained sales force to identify target accounts and pitch the program.
  - Grew program enrollment from 17 accounts in 2019 to 102 in 2022
- Developed comprehensive performance report suite for leadership
  - Used PowerBI software to create a suite of interactive dashboards to inform senior leaders on weekly sales performance, top account trends, customer churn, re-order rates, and sales force activity.
- Support strategic planning through customer deep-dive analyses, and identification of new business opportunities
  - Used Python to visualize and clearly articulate cross-sell opportunity and focus sales force efforts on existing customers.
  - Partner with finance to create content for Quarterly Business Reviews with CEO, CFO
  - Routinely create presentations for company-wide updates delivered by the General Manager

GlaxoSmithKline   **Research Triangle, NC**
Sales Analytics Manager, Respiratory Biologics   Apr 2018 – Pres
- Delivered intricate, detailed, interactive dashboards to give sales executives full performance visibility
  - Standardized and automated a weekly diagnostic process by creating an interactive Tableau dashboard summarizing performance against reach, frequency, prescription volume, and writer count criteria
  - Developed tools to visualize which health care professionals (HCPs) and accounts drive trends
- Managed day-to-day relationship with IQ2020, a third-party vendor providing standardized reporting for field salesforce

- o Guided implementation over 10 enhancements offering more granular performance tracking, including new patients starts, and full visibility into the Specialty Pharmacy Channel
- Identified 6,000 high-value HCPs with a strong propensity to attend live speaker programs for field salesforce to use as a guide in recruiting HCPs to live speaker programs.

GlaxoSmithKline   **Research Triangle, NC**
Advanced Analytics Analyst, Primary Care Sales Analytics Team   May 2015 – Mar 2018
- Support primary care business unit by creating actionable performance dashboards that capture current business performance and identify opportunities for improvement
  - o Automated weekly program that aggregates physician-level prescribing behavior and sends reports to over 2,000 sales representatives each week using R statistical software
  - o Developed tracking template using Tableau software to isolate the performance impact of a salesforce pilot increase in certain regions
  - o Created intricate Tableau dashboard enabling Field Vice Presidents to quickly identify high / low-performing Territories and the likely performance drivers
- Deploy marketing mix model developed by peers to create response curves representing the incremental profit accruing from increasing / decreasing investment in a given marketing channel and geography
  - o Generated and leveraged response curves to identify optimal resource allocation strategy by investing in most responsive channels and geographies
  - o Designed sophisticated dashboards using Tableau software to clearly convey optimization results

Hanesbrands, Inc.   **Winston-Salem, NC**
Marketing Assistant, Web Analytics   Jul 2013 — Jun 2014
- Managed all aspects of data collection, reporting, and analysis for four e-commerce websites
- Led data warehousing effort to consolidate keyword-level performance data from disparate sources into a single SQL database with reporting capabilities via Tableau
  - o Conceived project idea and gained support from executive management
  - o Worked with Business Intelligence team to automate data download process and develop database structure
  - o Dramatically increased level of reporting granularity, enabling team to identify previously untapped keyword optimization opportunities

Hanesbrands, Inc.   **Winston-Salem, NC**
Sr. Marketing Analyst, Web Analytics   Nov 2010 — Jun 2013
- Designed comprehensive reports to communicate performance metrics to management
- Performed routine deep-dive analyses to diagnose and articulate performance issues on topics including visitor behavior patterns, product performance trends, and shipping threshold effectiveness
- Developed methodology for setting profitable free shipping threshold, and designed A/B tests to determine incremental sales increase from lower shipping threshold
- Managed the implementation and optimization of automated cross-sell engine on all websites
  - o Built business case to convince senior management to implement cross-sell engine
  - o Resulted in a fivefold increase in the proportion of cross-sell buyers

Various Companies   **Chapel Hill, NC**
Consultant, Entrepreneur   Jun 2009 — Oct 2010
- Developed a comprehensive $450K loan justification identifying cost saving and revenue opportunities of a major capital equipment purchase for Horticulture Identification Products
- Authored Safe N Clear's first business plan, enabling the founder to build valuable partnerships with industry executives and potential investors

---

TECHNICAL / PROFESSIONAL SKILLS

Programming Languages: Python, SQL
Visualization & Reporting Software: Tableau, MS PowerBI