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Summary

With a decade of work experience in data analytics, data science, and software engineering, I am a passionate and versatile leader who thrives on solving complex business problems with data-driven solutions. As the Head of Data Science & Analytics at Pura, a fast-growing e-commerce company that offers personalized fragrance hardware, I lead a team of talented data professionals who are responsible for creating and maintaining the company's analytics and data infrastructure, developing and deploying machine learning models, and providing insights and recommendations to optimize business processes and customer experience. I am motivated by the company's mission to create a better world through scent, and I value the opportunity to work in a collaborative, innovative, and diverse environment where I can leverage my skills and expertise to make a positive impact.

In my current role, I have successfully rearchitected the company's analytics and data architecture, resulting in improved data accessibility, reduced processing time, and enhanced data quality. I have also spearheaded the development, training, and deployment of multiple machine learning models, enabling data-driven insights and optimized business processes. For example, I designed and implemented an Xgboost-based customer retention model, resulting in a reduction in churn rate and increased customer satisfaction. Additionally, I pioneered the creation of self-service analytics and reporting tools, empowering stakeholders to make data-informed decisions independently and saving company time. Furthermore, I developed and executed the company's data compliance process, ensuring adherence to data privacy and security standards. I have used various skills and tools in my role, such as Python, R, SQL, Spark, GCP, Tableau, Power BI, ML, and more.

Experience

pura

Head of Data Science & Analytics

Pura

Mar 2022 - Present (1 year 7 months)

Completely rearchitected the company's analytics and data architecture, leading to improved data accessibility, reduced processing time, and enhanced data quality.

Spearheaded the development, training, and deployment of multiple machine learning models, enabling data-driven insights and optimized business processes.

Designed and implemented an Xgboost-based customer retention model, resulting in a reduction in churn rate and increased customer satisfaction.

Pioneered the creation of self-service analytics and reporting tools, empowering stakeholders to make data-informed decisions independently and saving company time.

Developed and executed the company's data compliance process, ensuring adherence to data regulations and establishing trust with customers and partners.

Collaborated with cross-functional teams to develop and implement robust A/B (and multi armed bandits) testing processes for product features and releases, accelerating innovation and driving revenue growth.



Principal Consultant - Owner

Voyageurs, LLC

May 2019 - Present (4 years 5 months)

Developed and implemented strategies that resulted in 109% online revenue YoY for multiple e-commerce businesses.

Provides data visualizations, analysis, and actionable insights to drive decision making.

Develop and manage lead (data) pipeline to enable lead scoring.

Craft accurate forecasts for benchmarking and growth planning.

Use GA, Klaviyo, Shopify and POS data to develop purchasing segments and personas for actionable decision making.

Manage multiple GA, GTM, and Shopify instances concurrently.

Scoped, developed, and launched an application for the Shopify App Store.

Develop and manage reporting, dashboards and insights to support and direct cross-functional teams in brand marketing efforts.



Sr. Analyst

Pluralsight

Jan 2021 - Mar 2022 (1 year 3 months)

Responsible for execution of lead flow and lead creation processes that encompass the marketing to sales handoff and drive business outcomes with customers.

Apply statistics and advanced analytics techniques to evaluate and optimize inbound lead scoring. Built new lead scoring model framework using ML and statistical techniques.

Performs analysis to optimize MQL/MQC rates and improve MQL quality.

Analyze lead data and create propensity models focused on MQL conversion.

Drives lead routing operations, including technical changes to ensure efficient and accurate handoff to BizDev.

Partners with MarTech on the lead enrichment process, operations, and experience -- including, how it affects our global lead scoring model.

Works closely with Marketing, Sales, Data and BizTech teams to establish lead management best practices, operational and process improvements, and analytical insights.

Created long-term tooling, reporting, and analytics suite that allows us to 'diagnose' and optimize performance.



Technical Lead Data Science

ThomasARTS

Jun 2017 - Feb 2020 (2 years 9 months)

Managed a team focused on providing deep analytics to the firm's New York based clients.

Functioned as the primary advanced analytics and data science consultant for all clients in the firm.

Provided POVs recommending appropriate tools and methods to accomplish client goals.

Developed regression, forecasting, classification, and clustering scripts for various clients using Python.

Collaborated with interdisciplinary teams to develop meaningful data-stories that drove strategic direction and informed business decisions.

Maintained and delegated an on-going book of work for seven clients that consisted of thirteen unique Tableau workbooks and dozens of real-time dashboards that displayed finely tuned data visuals which provided quick insights.

Designed and developed a large scale association analysis tool enabling Fortune 500 clients to optimize key campaigns; the tool handled over thirteen million records generated by users and their page views.

Presented complex data and analysis to client stakeholders resulting in additional RFPs, SOWs, and drove campaign optimizations.

Enabled UX and CX strategies through the implementation of standard and custom GTM tags.

Worked with ETL developers to create a data layer solution enabling the combination of a diverse stack of data sources into a single data warehouse for customer journey analytics enablement.

Held bi-weekly and monthly team training sessions that focused on skill development, industry trends, standards, and best practices.



Business Intelligence Developer

Goldman Sachs

Feb 2017 - Jun 2017 (5 months)

Design, code, test, aggregate, and visualize results from data sets to provide information to users and key stakeholders. Develop advanced ETL and data munging techniques and provide automated solutions for streamlined processing. Participate in the design, development, and analysis of data architecture and warehousing approaches. Design interactive data visuals and develop underlying infrastructure. Provide insight to build and automate workflows. Build models that predict and deploy categorization models on real-time transaction data.



Product Manager

Goldman Sachs

Jul 2014 - Feb 2017 (2 years 8 months)

Drove the product strategy to deliver laser sharp aesthetic changes and API updates to our tax platform. Gathered enhancement evidence from client experience data and complex IRS guidelines. Using Agile methods, I transformed our hard earned, data backed vision and wire frames into shipped features.



Risk & Quality Data Analyst

IASIS Healthcare

Mar 2012 - Jul 2014 (2 years 5 months)

Performed epidemiological analysis on patient outcomes and surgical proceedings. Developed risk assessments and implemented quality enhancement programs targeted at specific populations. Drafted quality and risk recommendations based on my findings and delivered the results to internal stakeholders for review and implementation.



Principal HR & Compliance Analyst

LineHaul National

Feb 2011 - Jul 2013 (2 years 6 months)

Developed compliance ETL system. Created the companies HR policies, on-boarding process, and employee handbook. During my tenure, we successfully on-boarded over 50 employees. I created a comprehensive compliance program that resulted in on-going licensure. Led the compliance department

through several successful DOT and insurance audits. Created a business intelligence process to actively monitor compliance and route data.



Data Analyst

U.S. Forest Service

Oct 2009 - Nov 2010 (1 year 2 months)



Laboratory Analyst

May 2006 - Jul 2008 (2 years 3 months)

Education



Georgia Institute of Technology

Master of Science - MS, Analytics & Data Science



Devmountain

Software Engineering



DataCamp

Data Science



Weber State University

Bachelor of Science (B.S.), Health Services Administration

Skills

A/B Testing • Analytics • Python • JavaScript • Data Science • Product Management • PostgreSQL
• MongoDB • Research • Git