Director, eCommerce Analytics & Optimization

(Company Description & Introduction)

The primary responsibility of this role is to drive Ecommerce business impact using cutting-edge analytical techniques and insights. We're looking for a creative thinker and leader who is passionate about using analytics to drive action and enjoys taking a proactive lead in shaping the e-comm business. This person will lead the evolution of e-commerce analytics to support the expanding needs of our high-growth company using data and reporting to power smart, analytical decision making. You will own and drive the ecommerce analytics and optimization function, which brings together internal business analytics with web and consumer analytics and apply predictive analytics to deliver a personalized shopping experience for our customers.

Analytics:

- Manage, develop and grow team of digital and e-commerce data analysts
- Partner with e-commerce leadership to align on shared business goals, key KPIs for growth, as well as creative use cases for analytics in an online retail environment
- Lead and influence cross-functional analytics teams to evaluate technical capabilities, data infrastructure, and toolset, identify and solve potential roadblocks, continue developing analytics "center of excellence"
- Work alongside the data architecture team to identify and drive opportunities to plug e-commerce into broader data platform planning, technologies, and processes needed to scale, leveraging synergies and driving efficiencies across the org
- Analyze pathing and funnel progression to discover new user personas to be enable personalization of the user experience via multiple touchpoints (email, onsite, push/SMS) to drive faster and more profitable redemptions
- Maintain and improve executive reporting to provide visibility into business performance and track progress on KPIs vs. goals; apply predictive analysis to margin forecasting to drive business prioritization and decision-making
- Prepare executive presentations, including reporting, comprehensive business analyses, storylines to tie key strategic updates and action plans to financials & forecasts, and recommendations to senior management and the Board

Business Optimization:

Identify opportunities to improve, enhance, and drive efficiencies in our ecommerce business, spanning Product, Merchandising, Tools, and client-facing initiatives. Proactively drive associated change across the organization to maximize our business growth and profitability.

- Ecomm Personalization: Guide a test and learn methodology to optimize and personalize our product experience, design and build recommendations engines to drive optimal product category mix, maximize sell-through and profitability, and deliver the best possible value to our customers
- Pricing Optimization: Work with technology and e-Comm stakeholders to analyze and integrate third party competitive pricing data into our pricing processes, evolve sophistication of pricing models and algorithms based on a combination of competitive insights and internal data and deliver end-user self-service reporting to category teams to better understand and coordinate our pricing strategy across multiple countries, clients, and vendors
- Business Forecasting: use advanced analytical techniques to model and predict effects of specific initiatives and investments in combination with external factors to isolate key drivers of revenue and margin outcomes and help deliver consistency in financial performance
- Data Utilization: evaluate current processes & tools; identify opportunities to drive efficiencies and deliver stronger outcomes for the business and manage related cross-functional implementation plans
- Serve as an ecommerce analytics SME for internal clients, facilitating business reviews, reporting, and related analytics where needed

Requirements & Qualifications:

- 7+ years of experience in analytics leadership roles with 4+ years in a business analytics, strategy and/or optimization-focused role in a technology (preferably ecommerce or SAAS) environment
- Entrepreneurial leader – ability to develop and lead strategy while getting down in the weeds with the team to drive fast and effective execution from day 1 with limited resources
- Proficiency querying and analyzing large datasets, including relational and non-relational datastores; Excel and SQL/PostgreSQL is a must, R/Python a plus
- Experience with and understanding of financial margin contribution analysis and forecasting, price elasticity, catalog/inventory trend analysis
- Experience in clickstream tracking and pathing analysis; experience with tools like Google Analytics/Adobe Analytics/Heap/Mixpanel a plus
- Understanding of statistical methods for personalization experimentation (A/B/n, MVT, regression modeling); experience with tools like Optimizely/Google Optimize/VWO/Adobe Target a plus
- Demonstrated capability of designing, developing, and managing operational KPI dashboards; experience with tools like Tableau/PowerBI/Looker/Grafana a plus
- Proven track record of taking ownership and driving results in an unstructured environment

- Collaborator who thrives on teamwork and has a demonstrated ability to accomplish goals by working cross-functionally; an evangelist who can get stakeholders on board with a plan and leverage cross-functional resources to get things done
- Player/Coach mentality and strong management skills; experience managing a high-performing team
- Desire to make an impact on business decisions with data; possess a balance of strong quantitative and analytical skills with a passion in business and leadership
- Appreciate the power of a data-driven environment and serve as a data evangelist to help grow and build a highly analytical culture
- Resourceful and creative problem solver – proven ability to tackle complex challenges with limited resources
- BA/BS with strong academic record, preferably in Economics, Mathematics, Statistics, or other quantitative discipline preferred
- MBA from a top tier school or similar degree desired