

Profile

I am a commercial strategy leader who builds pricing, analytics, and capital allocation frameworks that improve margin performance and strengthen competitive advantage. My work integrates economic reasoning with applied quantitative methods to shape decisions on pricing, hedging, capital deployment, and enterprise optimization. I have led analytics and strategy organizations across large-scale energy and retail enterprises, including one of the nation's largest privately held companies, partnering with senior executives to drive growth, improve capital efficiency, and scale high-performing commercial systems. I also teach MBA strategy courses at the University of Tennessee, where I connect economic theory with practical execution and competitive strategy.

Experience

Gate City Energy/Ara Partners, Knoxville TN

Head of Analytics | July 2025-Current

I lead commercial strategy and analytics for a private equity-backed energy platform with \$10B in assets under management. My work focuses on pricing design, hedging strategy, capital allocation, and value creation across retail fuel networks, renewable fuels, and power generation assets. I partner directly with operating leaders, deal teams, and senior partners to identify commercial opportunities, quantify risk, and build systems that improve margin performance and return on capital. I also oversee the development of in-house analytics platforms that apply statistical modeling and machine learning to guide pricing, supply, and investment decisions across the portfolio.

- Shape pricing, hedging, and commercial strategy across retail fuels, power assets, and renewable fuel platforms, improving margin performance and visibility into risk-adjusted returns.
- Build and lead the analytics capability that supports portfolio-wide decisions on pricing, supply chain, capital deployment, and commercial performance.
- Develop machine learning and econometric models that guide daily and long-range commercial decisions, including margin optimization, demand forecasting, risk exposure, and competitive positioning.
- Embed directly with operating leaders to evaluate commercial opportunities, improve processes, and accelerate value creation initiatives across acquired assets.
- Provide structured economic and strategic guidance to senior executives and deal teams, aligning commercial decisions with long-range value creation plans.
- Coach emerging talent and elevate analytical rigor across the organization, improving the quality and speed of commercial insight.

The Pilot Company (Pilot Flying J), Knoxville TN

Director and Senior Leader, Commercial Strategy and Analytics | June 2014 – July 2025

I led the Business Analytics, Advanced Analytics, and Quantitative Analytics organizations for one of the country's largest private companies, supporting enterprise pricing strategy, risk management, and capital allocation across a multibillion-dollar retail fuel and logistics network. I built and scaled the analytics capabilities that shaped pricing, hedging, demand forecasting, investment decisions, and long-range commercial strategy. I partnered directly with senior executives to align analytics with growth objectives, operational performance, and capital efficiency.

- Directed a team of thirty analysts, data scientists, and strategists delivering the insights, models, and frameworks that supported all commercial business units including fuel pricing, supply, non-fuel retail, sales, and risk.
- Built the Commercial Analytics Platform (CAP), the company's core elasticity and forecasting engine used to guide pricing, capital decisions, scenario planning, and enterprise performance management.
- Created and led the Trading and Risk Analytics Platform (TRAP), which produced hedging signals, optimized futures positions, and improved risk-adjusted outcomes for the trading and supply organization.
- Delivered gasoline and diesel pricing algorithms deployed across retail and commercial channels, driving approximately seventy-five million dollars in sustainable annual gross profit.
- Launched and institutionalized experiment-first fuel pricing strategy using deep learning, test-and-control frameworks, and structural elasticity modeling across more than seven hundred fifty stores.
- Served as a strategic partner to the executive team on enterprise pricing, budget and forecast cycles, market-entry decisions, loyalty initiatives, and major capital programs.
- Directed analytics for major consultancy-led strategy projects and internal transformation initiatives, providing the empirical backbone for decisions on margin expansion, network optimization, and long-range planning.
- Built the company's internal analytics consulting function, centralizing talent and improving analytical rigor, cross-functional alignment, and measurement discipline across the enterprise.

The University of Tennessee, Knoxville TN

Clinical Professor, Strategy and Econometrics-Haslam College of Business | 2021-Current

Teach graduate and undergraduate courses in strategy and applied econometrics, focusing on how firms create and sustain competitive advantage through pricing, capital allocation, and data-driven decision frameworks. Integrate real-world commercial experience from energy, retail, and private equity environments into coursework, giving students practical exposure to competitive strategy, market structure, and empirical analysis.

Courses Taught

- Econ 505 (In-Person) and 503 (Online): The Economics of Strategy (Full-Time MBA)
- Econ 381: Econometrics (Undergraduate)

University of Tennessee, Knoxville TN

Graduate Teaching/Research Assistant | July 2013-June 2014 (concurrently during PhD coursework)

- Teaching Assistant for Time Series Econometrics (Dr. Luiz Lima) and Introductory Economics

Western Kentucky University, Bowling Green KY

Graduate Research Assistant | August 2011-May 2013 (concurrently during MA coursework)

- Lead Graduate Research Assistant for Dr. Brian Goff, and served as university tutor for Statistics Econometrics courses
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Education

Doctorate in Business Administration: Drexel University (June 2020)

- **Major:** Corporate Strategy and Decision Theory, **Focus:** Optimization Frameworks
- Dissertation: *Profit Maximization with Price Discounts and In-Kind Rewards*

PhD ABD, Master of Arts in Economics: University of Tennessee (December 2015)

- Fields in Applied Econometrics and Behavioral Economics
- Thesis: *The Effects of Individual and Employer Characteristics on Hourly Employee Retention: An Empirical Study*

Master of Arts, Applied Economics: Western Kentucky University (May 2013)

- Major in Applied Econometrics
- Thesis: *Extreme Value Estimation for Predicting Home Runs Hit During the Steroid Era*

Bachelor of Science: Western Kentucky University (May 2011)

- Majors in both Economics and Computer Information Technology
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Commercial and Analytical Expertise

Commercial and Strategic Capabilities

- Price optimization, elasticity modeling, demand forecasting, and competitive benchmarking
- Hedging strategy, risk analytics, and capital allocation frameworks
- Experimental design, test-and-control measurement, and enterprise KPI development

Quantitative Methods

- Predictive modeling, causal inference, and time-series analysis
- Panel econometrics, structural elasticity modeling, and simulation.
- Machine learning for forecasting, optimization, and anomaly detection

Technical Platforms and Tools

Programming and Modeling

- R (expert). Forecasting, modeling, Shiny application development, simulation, automated pipelines
- SQL (expert). Advanced querying, optimization, data modeling, multiple dialects
- Python (proficient). pandas, scikit-learn, NumPy, modeling automation

Data Infrastructure and Platforms

- Databricks and Spark. Collaborative analytics, large-scale processing, ML pipeline integration
 - DuckDB and Spark SQL. Lightweight warehousing, high-performance analytical workflows
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Professional and Academic Highlights

- Current advisory board member of the Western Kentucky University Gordon Ford College of Business
- Haslam College of Business Junior Board of Advisors at the University of Tennessee (2019-2022)
- Fully funded (full scholarship) teaching and research assistant in the field of microeconometrics at the University of Tennessee in the department of Economics as a PhD student
- Awarded the Outstanding Student Leadership Award for the Department of Economics at WKU (2013)