

Shawn Gonzalez

6155566042 · shawngonzalez@gmail.com ·

Nashville, Tennessee

LEADERSHIP EXPERIENCE

EmbryoOptions -2023-present

Senior Manager, Data Analytics & Insights, 2023-present

- First Data Analytics leader to be awarded a “Best in Leadership” award among 12,000 Cooper Companies employees. Awarded for strategic vision, innovation, and focus on diversity and inclusion.
- Owned development and mentorship of a team of 3, focusing on creating an inclusive and collaborative environment where teamwork is the first priority. Achieved 100% retention rate.
- Collaborated cross functionally with finance, health-economics team, and customer success teams to develop end-to-end analytics and insights projects focusing on insights where previously nonexistent.
- Spearheaded the first “Data Strategy” of the Data Analytics team by developing a data-roadmap which turned the team from a “reactive” analytics team into a “proactive” analytics team with an active seat at the stakeholder table.
- Introduced GenAI models such as LLMS in order to predict patient behavior and accurately form abandonment policies.
- Developed new data products such as a “Monthly Deposit Slip” which filled in gap of missing contractual requirements for a monthly financial report.

LBMC, Data Insights Consulting-2022-2023

Manager, Data Analytics

- Crafted and delivered over 20 technical Statement of Works for non-technical audiences including audiences in the healthcare industry and electrical industry.
- Achieved new revenue exceeding \$500,000 from data warehousing, engineering, and reporting contracts.
- Turned an incohesive, non-communicative data engineering team into a thriving remote team by implementing new team meetings and processes.
- Showcased over 10 prototype reporting dashboards to prospective clients using PowerBI and Tableau whose previous reporting was in Excel or nonexistent.
- Managed a team of 11 data engineers and business intelligence consultants, including hiring, firing, and performance evaluations.
- Created source to target mapping using Azure Data Lake. Mapping was used to load client data into data lake source models.

Asurion, UBREAKiFIX-2020-2022

Manager, Product Analytics

- Developed using SQL and maintained the #1 most utilized PowerBI dashboard across the product analytics department at Asurion with over 100 unique viewers per day.
 - Created brand new marketing KPI's such as churn rate and cost per click for UBREAKiFIX.
 - Acknowledged by the Vice President of Asurion for implementing one of the most innovative processes, a Sales Report Product, of the quarter.
 - Constructed a reporting system product that was implemented nationally at over 50 UBREAKiFIX stores.
 - Grew the UbreakiFix team from one person to a team of three analysts.
 - Worked cross-functionally with product, finance, and C-suite stakeholders to develop analytics projects from end to end.
-

Shawn Gonsalez

6155566042 · shawngonsalez@gmail.com ·

Nashville, Tennessee

ANALYTICS EXPERIENCE

DNI CORP-2018-2020

Senior Data Engineer

- Supervised a team of engineers and analysts on an integration move.
- Created new and intricate ETL processes for onboarding clients onto DNI's platform using SQL Server Integration Services and SQL Server.
- Crafted intricate queries tailored to client and internal requirements using SQL statements such as right, left, and inner joins.
- Acquired the largest direct mail client in the company's history by working cross functionally with customer success and the sales team of the client.

QSource-2017-2018

Healthcare Data Analyst

- Developed intricate statistical programs to evaluate clinical healthcare data from insurance programs.
- Conducted quality assurance checks on healthcare insurance data.
- Presented technical discoveries to non-technical individuals.
- Applied statistical techniques like mean, median, and mode for insurance data analysis.

State of Tennessee, TennCare Healthcare Informatics-2016-2017

Healthcare Statistical Research Specialist

- Created intricate SQL queries incorporating different types of joins such as right, outer, inner, and left, along with CTEs.
- Utilized Tableau to display discoveries and deliver presentations to higher legislative authorities.
- Employed SAS and Excel to analyze health data and generate metrics for legislative bodies.

AWARDS, EDUCATION, CERTIFICATIONS

EDUCATION & CERTIFICATIONS

Master of Science Healthcare
Informatics Middle of Tennessee
State University

Bachelor of Science
Nutrition
University of Tennessee

Certifications Lean Six Sigma-Green Belt Lean
Manufacturing Certification
Project Management in Information Systems
Databricks Certification
HIPAA

Publications

ESHRE-Analysis of patient response rates to automated cryomanagent
platform communications by length of cryostorage an tissue type

Award

CooperCompanies Leadership Award

Technical Skills

SQL, SSRS, SSIS, Python, PowerBI, Tableau