Chris Stroud, MBA

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PROFESSIONAL SUMMARY

Senior data leader with 10+ years building analytics foundations at early-stage startups (Seed to Series B). Expertise in 0-to-1 data infrastructure, predictive modeling, and scaling data teams from first hire to full analytics organizations.

PROFESSIONAL EXPERIENCE

Flaunt   San Francisco, CA

Principal, Data & AI   2025 – present

Data & Analytics

- **0-to-1 Data Infrastructure**: Designed and implemented Flaunt's entire data foundation from scratch, creating unified data pipelines and version-controlled semantic layer powering consumer-facing LLM analytics interface
- **Machine Learning Platform**: Built end-to-end ML infrastructure enabling real-time data analysis through conversational AI interface, democratizing advanced analytics for non-technical users
- **Analytics Automation:** Transformed ad-hoc analysis into templatized, self-service dashboards, reducing analytics delivery time by 80% and enabling real-time insights for 20+ enterprise brand partners

Xola   San Francisco, CA

Director of Data Analytics & Operations   2019 – 2025

Analytics & Data Engineering

- **Production Data Platform**: Led 2-person team building scalable analytics infrastructure (BigQuery, DBT, Looker, Stitch) processing millions of events daily, serving 300+ automated reports and 3 customer-facing data products
- **Predictive Analytics:** Developed machine learning models for lead scoring, churn prediction, and demand forecasting—algorithms drove 80% of Sales pipeline and reduced customer churn by 17% across 275+ implementations
- **Data Product Development**: Launched three analytics features directly into core platform, including real-time performance dashboards, automated alerting systems, and customer behavior tracking tools
- **Analytics Engineering**: Established data modeling standards, automated ETL pipelines, and self-service analytics capabilities that eliminated engineering bottlenecks and enabled company-wide data democratization
- **Executive Analytics:** Delivered core performance reporting including cohort analysis, revenue forecasting, and multi-touch attribution models that directly informed C-level strategic decisions

Business Operations

- **International Team Building:** Established European analytics center, building high-performing data and operations teams from scratch while reducing costs 70%—created scalable hiring playbook for early-stage organizations
- **GTM Systems Architecture:** Designed and maintained integrated tech stack (HubSpot, ChurnZero, Zendesk, BuiltWith) serving 30-person GTM team with automated workflows and performance monitoring
- **Strategic Planning & Execution**: Implemented OKR framework with quantitative success metrics; facilitated quarterly business reviews using data-driven insights for leadership alignment
- **Cross-Functional Leadership**: Led 15-person international team spanning Data Analytics, Revenue Operations, and Customer Implementation across multiple time zones
- **Growth Marketing:** Led data-driven SEO content strategy that grew organic inbound to 2nd-largest revenue source; managed brand refresh with A/B testing and conversion optimization

Data Scientist   2016 – 2019

- **0-to-1 Analytics Program**: Built Xola's entire analytics function from zero, establishing data culture and embedding quantitative decision-making across GTM, Finance, and Operations at seed-stage startup
- **Data Infrastructure**: Deployed Looker as company-wide BI platform, architected data warehouse connecting 15+ sources, eliminated data silos, and enabled self-service analytics while decoupling engineering dependencies
- **Revenue Optimization Models**: Developed pricing and forecasting models (Excel, SQL, R) supporting transition to usage-based pricing—analysis directly contributed to 300% revenue growth over 18 months

- **Machine Learning Implementation:** Built predictive lead scoring algorithm integrating Google Maps API, BuiltWith API, and firmographic enrichment—tripling Sales connection rates and improving pipeline conversion

BoatBound   San Francisco, CA
Data Analyst (MBA Internship)
2015
- **Marketplace Analytics:** Built R and SQL dashboards tracking marketplace dynamics, user behavior, and transaction patterns for peer-to-peer boat rental platform
- **Growth Analytics**: Conducted cohort and funnel analysis identifying customer journey bottlenecks, informing product optimization strategies that improved activation and retention metrics

CloudPlus   Fremont, CA
Manager, Technical Support   2012 - 2014
- **Team Leadership**: Managed and mentored a 3-person remote team of technical support representatives who provided email and phone support for Microsoft Exchange and Sharepoint hosting
- **Knowledge Base Development**: Built and maintained a self-service help center with 150+ technical support articles, reducing inbound support volume and improving first-response resolution rates
- **Escalation Management**: Oversaw all Tier 1 and Tier 2 support handled by team members and personally managed high-complexity Tier 3 escalations, ensuring timely resolution and customer satisfaction

Technical Support Representative   2010 - 2012
- **Founding Support Role:** Joined as the company's first technical support representative, providing front-line phone and email support for Microsoft Exchange and SharePoint hosting while establishing foundational support processes and documentation

SKILLS

Data Technical Skills:
- SQL, R, Machine Learning, Statistical Modeling, DBT, LookML
- ETL/ELT Pipelines, API Integrations, Data Warehousing, Predictive Analytics
- A/B Testing, Cohort Analysis, Time Series Forecasting

Tools & Platforms:
- **Data Stack**: BigQuery, Snowflake, DBT, Looker, Stitch, Fivetran
- **ML/Analytics:** Python, R, Jupyter, Git, Docker
- **Business Tools:** HubSpot, Salesforce, ChurnZero, Zendesk, Asana

Business Skills:
- Data Strategy, Analytics Leadership, Cross-Functional Collaboration
- OKR Planning, Executive Reporting, Team Building, Stakeholder Management

EDUCATION

University of San Francisco – Master of Business Administration   2016
California State University, East Bay - Bachelor of Science in Kinesiology   2009