

Douglas E Mitchell

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SUMMARY

I am an experienced Analytic Translator and passionate developer of team members and cultures. As an inspired learner, I focus on the Future of Work, including machine learning, people analytics, and data-driven decision making. I am comfortable being uncomfortable and relish to opportunity to parachute into new markets and find new ways to add value, develop new insights, and create exceptional experiences.

Additionally, I leverage my MS in Business Analytics (Iowa, '20) and the insights gained in my doctoral program in Strategic Leadership (Liberty University, '25) to help companies lean into the automation economy.

EXPERIENCE

Business Initiatives & Support Consultant | Wells Fargo

January 2017 - Present, West Des Moines, Iowa

- I deployed, trained, and supported the NICE/Nexidia speech analytics platform to 3000+ team members across four geographic markets. This 18-month effort required business analysis, creating training and support content,
- I learned how to use and configure Jira software to fuel my team's adoption of agile methodologies (SCRUM and Kanban). I went on to develop centralized change management and intake solutions, reducing rework and bottlenecks.
- As a Six-Sigma blackbelt, I leveraged my process improvement and change management skills to build and deliver critical risk-reducing processes supporting our data annotation and enrichment teams.
- Consistency is vital in data annotation. I built out a knowledgebase and learning platform for our 75+ offshore annotators in the Philippines early in our business unit's evolution using the wiki platform Confluence. The site is the most used resource across all teams and has supported consistent KPI achievement over the last 28 months.
- As our team developed advanced complaint detection and categorization AI models, I partnered across our enterprise to develop a low-cost quality assurance process with self-service dashboards, reducing our quality check cycle from 22 days to 6 days.

Contract Marketing Analytics Consultant | Wells Fargo

September 2016 - December 2016 | West Des Moines, IA

- During extreme change and re-organization, I provided analytical and creative program development support for Wells Fargo's Efficiency & Effectiveness 2020 operational initiatives.
- I leveraged my relationship-building skills to initiate an engagement with Enterprise Global Services to encourage the use of offshore resources where appropriate to deliver savings.
- By partnering with senior Marketing leaders and their 1-down leaders, I conducted a marketing supply chain vendor analysis facilitating data-driven and quantifiable vendor choice decisions.

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Vice President Client Services | Businessolver

December 2013 - September 2016, West Des Moines, IA

- I was hired on as a consultant, and after six months was asked to lead six diverse and geographically dispersed teams (80 total team members) through the entire sales, configuration, deployment, and sustainment cycle of a complex Software as a Service (SaaS) Benefits Administration software platform call center, and document fulfillment solution.
- During my tenure, I coached and developed six high performers in both technical and non-technical roles into leadership positions.
- I used a combination of Design Thinking and Six Sigma (DMAIC) principles to facilitate more than 100 root cause analysis and remediation projects using A3 and 5 WHYS analysis methods.

General Manager | Scale Faster

November 2011 - May 2013, Clive, IA

- I grew this Information Technology Managed Services infrastructure company's customer base of active users by 25%.
- To ensure a fantastic customer experience, I streamlined our support desk by deploying ZenDesk resulting in an 82% reduction in average outstanding support items over 12 months.
- Using Design Thinking Principles, I built a high-touch consultative sales model in a 2400 square foot former retail store location.

Vice President of Marketing | BirdDogHR

June 2010 - November 2011, Urbandale, IA

- I built a hybrid internal-external marketing team to rebuild the company's brand, marketing strategy, and strategic partnerships in the job board sector. Then I went on to write a book about how to replicate my approach. [The Multi-Thread Marketer \(Amazon\)](#).
- I took on the role of product manager for our reimagined web-based applicant tracking system, including gathering user feedback, feature development, and ongoing innovation.
- Using local Iowa resources, I overhauled the company's comprehensive pay-per-click advertising campaigns resulting in 10X increased conversion rates and 62% reduced spend with Google and Indeed.

EDUCATION

- **Bachelors of Science in International Business**, Minor in Business Law | California State Polytechnic University | Pomona, CA | 1994
- **Masters of Business Analytics** | University of Iowa | Des Moines, IA, 2020
- **Six Sigma Black Belt** | Caterpillar, Inc. Extended Vendor Network | Peoria, IL | 2006
- **Professional SCRUM Master 1 (PSM1)** | Scrum.org Online • 2015
- **Certificate in Human-Centered Design** | University of Virginia Executive Education | Online | 2016
- **Accredited Agile Practitioner** | Agile Certification Institute | Online | 2016

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RELEVANT COURSEWORK

- **Data and Decisions** | Performed complex analysis on datasets, including housing price prediction, costs and benefits of bringing new drugs to market, and proper inventory of vaccines to keep on hand in case of an epidemic
- **Data Programming in R** | Used R programming language to analyze large data sets
- **Data Management & Visual Analytics** | Used SQL to clean large data sets and create visualizations in Tableau to aid in GO/NO GO decision making
- **Digital Marketing Analytics** | Used text mining via Twitter API to conduct sentiment analysis.
- **Big Data Management & Analytics** | Leveraged Hive, Hadoop, Spark, and SQL to analyze extensive Yelp business data set using third party infrastructure
- **Data Science** | Created predictive stock pricing model and customer segmentation for accurate targeting
- **Data Leadership and Management** | Created mock business, data strategy, and operational plan to achieve goals
- **Flawless Consulting** | Wells Fargo facilitated

TECHNICAL AND PLATFORM SKILLS

- **Agile** | SCRUM and Kanban, standup facilitation
- **Data Management & Visualization** | Tableau, Power BI (Learning), Excel, SQL, R, Hive, Hadoop, Spark
- **Content Marketing & Management** | WordPress, Webflow, Confluence, Mail Chimp, Constant Contact, Pardot
- **Reporting** | Microstrategy, Tableau, Excel, PowerPoint
- **General Office** | Full MSFT Office Suite, Google Suite
- **Workflow & Productivity** | Basecamp, Jira, Confluence
- **Public Speaking & Publications** | Accomplished speaker and presenter, written three eBooks available on Amazon