

Sherwick Min

Product Director

I specialize in helping companies acquire & engage customers through understanding their individual journeys while preventing fraud by honoring their data privacy. I have improved both B2B and B2C customer relationships through analytics.

EXPERIENCE

Product Evangelist and Solutions Architect

[Akamai Technologies](#) Jan 2017 - Jan 2019

- Developed Anonymous-to-Known client-side web analytics to master and enrich MDM/CRM/MarTech identities
- Enabled seamless and secure registrations and logins with enterprise-wide SSO
- Developed identity segments to save marketing dollars (who is Registered BUT not logged in)
- Increased registration conversion rates up to 3X (identify/segment/classify personas throughout their customer journey from anonymous to known)
- Increased login activity up to 3X (identity/segment/classify users based on login & password reset behavior – e.g., who forgets password more often)
- Released industry benchmarking, cohort analysis and registration/login trending interactive reports & dashboards

Enterprise Information Manager

[Nike](#) Jan 2014 - Jan 2016

- Sat on the Nike Architecture Review board providing oversight into B2B2C business process and application rationalization & integration
- Acted as Technical Data Steward providing architectural guidance for all systems related to Vendor (suppliers, factories, stores, logistics, etc.)
- Designed data flows for master data transfer between business units responsible for Branding to Product Design to Production to Supply Chain to Distribution to Sales
- Established reference architectures for SAP HANA migration focusing on security, accessibility, scalability, extensibility and governance

Director of Information Services for Analytics

[ClearCapital.com](#), [Inc Careers](#) Jan 2012 - Jan 2014

- Supported Home Data Index analytics with more efficient data storage by downsizing transactional database through data rationalization resulting in \$650K savings
- Improved MDM data quality by marshalling resources and guiding Proof-of-Concept through Proof-of-Value vendor evaluations, finalizing contracts with Informatica
- Mentored and trained organization in data engineering, data warehousing and ILM best practices

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Portland, OR

SKILLS

Product Management
Product Design
Product Marketing
Data Analysis
Modeling
Information Architecture
SaaS
Sales
Data Science

EDUCATION

Ph.D.

[The University of Kansas](#)

May 1995

Behavioral Sciences

Bachelor of Science

[Tufts University](#)

May 1988

Biological Sciences

Digital Transformation

[LinkedIn](#)

Dec 2018

Certification

Web Security: OAuth and OpenID Connect

[LinkedIn](#)

Dec 2018

Certification

Strategic Account Advisor

[MicroStrategy](#) Jan 2010 - Jan 2012

- Worked with Facebook, eBay, PayPal and VISA to gather next-gen data visualization requirements with enterprise software sale to Facebook worth \$4.2M
- Assisted Facebook in BI reporting to understand cannibalistic user engagement across web and mobile channels
- Gathered customer feedback and market readiness for MicroStrategy's analytic social media apps for business

Business Intelligence Leader

[Netflix](#) Jan 2007 - Jan 2009

- Condensed migration from "spreadmarts" to completely new BI stack composed of Teradata ODS – Ab Initio ETL – MicroStrategy BI from a multi-year roadmap down to 10 months
- Managed BI center-of-excellence composed of a team of database specialists, data engineers, business analysts and report writers
- Built web analytics for funnel analysis, customer lifetime value, user engagement

Senior Principal Consultant

[Quovera](#) Jan 2003 - Jan 2007

- Data architecture strategic engagements with clients including Cisco Systems and Visa

Edge Analytics: IoT and Data Science

[LinkedIn](#)

Nov 2018

Certification

IoT Foundations: Monetizing IoT

[LinkedIn](#)

Nov 2018

Certification

Techniques and Concepts of Big Data

[LinkedIn](#)

May 2017

Certification

Foundations of Programming: Web Services

[LinkedIn](#)

Jan 2017

Certification

Learning Cloud Computing: Core Concepts

[LinkedIn](#)

Dec 2016

Certification

Understanding Data Science

[LinkedIn](#)

Dec 2016

Certification