EDWARD CHENARD… DRIVING GROWTH THROUGH LEADERSHIP, DATA AND PRODUCTS

Edward@echenard.com | 612-418-4945 | <http://echenard.com> | <https://www.linkedin.com/in/edwardchenard/>

**Analytics/Product/Digital Leader** who leverages technology to transform business cultures and create value. Exceeds all measurable parameters for quality, customer satisfaction and ROI by building the full strategic picture of transformation. Present deep and broad experience within data science, big data, personalization, omnichannel and digital products in multiple industries. I use analytics to remove uncertainty and create results.

**Noted for driving value for organizations, customers and employees through…**

* **Transformation:** Created a personalization platform that cost $3.2MM to build and run in the first year while vendors asked for $20-30MM and 18-24 months to build. Took 90 days to build it and was profitable in less than 4 months while generating $1B in revenue after three years and changing how Best Buy manages IT and analytics which contributed to the turnaround success of the company.
* **Value and Innovation:** Developed over 100 data products from ideas, testing and launching to production. Innovation around the delivery of value getting projects out the door faster and under budget than was previously accomplished. Able to attract talent to be a part of teams to build great products.
* **Team Builder:** Built relationships across silos and industry ecosystems. Developed a partnership with Microsoft to build a predictive analytics platform that is changing logistics. Worked across teams at Target to build better in-store digital tools. Was part of the first omnichannel team at Best Buy and brought field and IT teams together for cross projects at CH Robinson. I believe in cross functional teams for success.
* **Data Science and Data Engineering Leadership:** Built from scratch data science practices at 3 Fortune 500’s hiring over 500 people in roles such as product managers, analysts, data scientists, strategists, developers, engineers, Dba’s, projects managers and UX. Have created over 50 analytical products in production to-date generating over $1B in new business each year. Blend BI, data science and behavioral economics to product winning products.
* **Governance Experience:** Set up of data governance processes around privacy, data management and data access. Guest speaker at universities on the topic. Set data access policy for large retailers and worked with SEC advisories on industry best practices around data governance.

**Blending Data and Management Expertise for Business Success**

|  |  |
| --- | --- |
| * Data Strategy
 | * Data Governance
 |
| * Data Science
 | * Personalization
 |
| * Master Data Management
 | * Blockchain
 |
| * Ecommerce (Mobile, Apps, dotcom)
 | * Behavioral Science
 |
| * Product Management
 | * P&L Management
 |

**Technologies**

**Technology Tools:** Hadoop, Openstack, Docker, Flume, Cassandra, SAP, Informatica, AWS, Azure, Yarn, Kafka, H2O, SQL, Hortonworks, Cloudera, Power BI, Tableau, Spark, R, Python, Julia, Haskell, Scala, Jupyter Notebook, Slack, Jenkins, MongoDB, REST, Adobe and various opensource tools

**Data Tools:** Neural Nets, Recommenders, Decision Trees, Timeseries Analysis, Geospatial Analysis, Logistic Regression, Random Forest, Fuzzy Logic, K-Nearest Neighbor, K-Means Cluster, Linear Regression, Graph dbs, NLP and Swarm AI.

**A History of Leading Data and Business Transformation**

**Olo** – Online food delivery SaaS company.

**CHIEF DATA OFFICER** (2020 – 2021)

Created the data strategy which was a key part in helping the company achieve an IPO.

* Developed the enterprise-wide data strategy which was a key piece to take the company IPO.
* Led all analytic functions at Olo: Product, sales, customer care, engineering and even HR.
* Implemented the first data governance and frameworks structure for the company.
* Contract negotiations and vendor setup of various software and data tools.

**CYBERIAN DATA** – Data science, digital and analytics leadership for small and medium size companies.

**CHIEF DATA OFFICER** (2017 – Present)

Envisioned, developed and scaled enterprise digital and data transformation and capability-building growth portfolio as part of corporate turnaround strategy spanning supply chain, retail operations, e-commerce, IT, merchandising, order management, finance and inventory management. Contributed to Board meetings, directly served on audit, strategic investment and financial planning Leadership team.

* Build data practices for companies at a fraction of the cost of competitors and gain market share faster.
* Created a signal hub for a national health insurance provider, which allowed them to analyze key signals of patient care, allowing to reduce cost and provide better care.
* Improved online customer engagement through multiple technology innovations – e.g. tracking of orders, package consolidation, and launch of Delivery, a crowd-sourced, same-day delivery provider in metro markets.
* Provide data analytics leadership around governance, MDM, GDPR and strategy.

**CH ROBINSON** – North America’s largest logistics and supply chain management company, with revenue of $15B.

**DATA ADVISOR/CONSULTANT** (2016-2017)

Reporting to the CIO and COO as an independent advisor building the new data practices for the company which included all the new big data technologies, data science practice and data governance practices. Hired all the staff, negotiated with vendors and developed the technology roadmap deep learning and machine learning algorithms and corporate data strategy.

* Oversaw the creation and development of the new real-time prediction app, which led to $150MM in new business before it was completed. With customers like Microsoft and John Deere, allowing CHR to be a pioneer of the AI Logistics space.
* Hired over 45 people in various engineering, analytics, data science, developers and architect roles.
* Created the full tech stack for pricing models, route optimization, warehouse optimization, and various recommenders.
* Developed a data governance which saw more teams creating data products allowing for faster development of new services for customers. Going from zero new products the previous year to 16 this year.

**TARGET CORPORATION** – North America’s second largest retailer with $70B in revenue and over 1,000 stores.

**HEAD OF INNOVATION TEAM, MARKETING** (2014-2016)

Tasked with creating Target’s first cross functional team in marketing with the focus on developing new products and services to engage customers online and in-stores with a focus on 0-3-year timelines.

* Developed an email trigger algorithm in 4 months which saw a 400% increase in open rates and $3M in sales.
* Developed a cross device personalization AI which drove $1MM in new revenue each month.
* Developed an Ad-exchange internal to Target which brings in $30M annually.
* Worked on IoT and Device tracking in the stores for better employee and customer tracking which saved Target an estimated $20MM in further expenses to understand customers in-store behavior.
* Managed data scientist, engineers and developers. Grew Targets data science team in Minneapolis.

**BEST BUY** – Consumer electronics retailer with $40B in revenue and over 1,000 stores. (2011-2014)

**SR. DIRECTOR OF OMNICHANNEL** (2013-2014)

Led the newly formed team of omnichannel which focused on improving the cross functional efforts of Best Buy to understand and engage customers. This included online, in-store, Geek Squad, call centers, international and Best Buy for Business.

* Played a key role in company turnaround as key architect of new online and supply chain digital capabilities. Created a new data platform for supply chain which was considered to save $1B during holiday season by keeping products in-stock.
* Drove material impact and revenue by developing new “Buy Online Ship from Store” offering; transformed 1,000 + stores into warehouses, ran 50-store pilot and expanded chain-wide within 9 months. This initiative increased speed to customer for online parcel orders from 2.7 days to 2.0 days, cut out-of-stock experiences 20%, and improved customer Net Promoter Score (NPS) by 700bps+.

**SR. DIRECTOR OF EMERGING TECHNOLOGIES** (2011-2014)

Led internal digital experiences and start-up capabilities to ultimately ramp up strong centralized digital practices. Led interaction design, product management, mobile web/apps, tablet web/apps, and digital tools for employees and operations. Captained product teams, delivering 100+ features/benefits to eliminate customer and employee pain points.

* Built personalization platform in less than 90 days with a first-year cost of $3.2MM, vendors asked for $20-30MM and 18-24 months to build the same thing.
* Created the first data science team for Best Buy.
* Created a product management practice for digital and data products, moving from digital being a cost center to a profit center. Sprints went from 4-6 weeks down to 2 weeks as a standard, before any other teams in the company.
* Personalization allowed the company to go from 1% conversion rates to as much as 17% conversion rates.

**WHIZARD ACADEMY** – a personalized learning company with locations in Canada and the US. Focused on helping student improve their ability to learn in school by finding their best learning style.

**DIRECTOR OF MARKETING** (2009-2011)

Responsible for all online and offline marketing efforts including SEO and SEM, social media, as well as product planning and in store promotions.

* Managed the online efforts, streamlining them across all locations improving our budget efficiency by 15%.
* Helped to create a centralized marketing technology stack. Previously handled by the franchisees, this effort cut costs by 25%.

**GE CAPITAL** – Part of the Capital group, with revenues around $10B managing a number of financial and industrial products with a focus on fleet management.

**PRODUCT MANAGER** (2008-2009)

Managed a $4B portfolio around truck financing, remarketing of used vehicles and telematics with an early focus on IoT.

* Helped customers understand their spend on their fleet costs resulting in $300MM in savings for customers.
* Developed telematics with sensors in trucks, being an early form of IoT. This was seen as having the potential to change behavior of drivers to reduce fuel and repair costs, estimated to save customers $2B.

**Education**

**THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT**, Phoenix, AZ

**MBA International Management / Marketing**

Internship, Arizona Commerce Department – Venture Capital Consultant

Winner of the Achievement award, one of the two highest awards

Student government leader

**ST. NORBERT COLLEGE**, De Pere, WI

**B.A. International Business and Language Area Studies**

Radio DJ, Ranked top 10 DJ in US for college radio

**Awards**

2012 – 2014: Award several tax credits for innovation in digital products

2015: Keynote speaker at the largest digital conference in the Americas

2018: Recognized as a leader in data and analytics in the Twin Cities.