



CONTACT

Based in Las Vegas, NV
+1 (503) 961-4443
allison@ahartsoe.com
www.ahartsoe.com
<http://www.linkedin.com/in/allisonhartsoe>

FOCUS

To find an operational role where I deliver value through cross-functional predictive AI insights that improve EBITDA, align teams and ultimately create an industry leader.

CORE STRENGTHS

- Connect Strategy to Tactical Levers
- Live KPI Management Measures
- Financial Alignment
- Digital Analytics
- Vision & Roadmaps
- Translate Technical to Common Language
- Data Visualization
- Strong Eye for Talent

EDUCATION

Wharton & WallSt Online – Private Equity Certification

Wharton Executive Education - Strategic Value of Customer Relations

B.S. Journalism E.W. Scripps School - *summa cum laude*

ALLISON L. HARTSOE

HIGH IMPACT CUSTOMER DATA & ANALYTICS LEADER

CAREER HIGHLIGHTS

- Delivered AI/ML algorithmic models to identify \$8.5MM of precise savings
- Added Generative AI to enable faster ability to sense and execute changes
- Developed several data products in SaaS, syndication and ecommerce
- Founded 2 domestic companies and 1 international which generated \$32MM
- Industry thought leader on customer-centricity in TV, print and social media
- Author of “The Age of Customer Equity”, #1 new release on Amazon and 2023 BIMA Business Marketing Book of the Year

RELEVANT EXPERIENCE

Managing Director, AI & Data Team

Ernst & Young

2022-2023

Recruited to rejoin the technical consulting arm of this accounting company.

- Built a sophisticated Customer Equity (CE) predictive analytics engine using two AI ML models, algorithmic clustering and feature engineering to precisely locate value within the customer base.
- Applied the CE model to voice of customer (VOC), marketing spend, product recommendations mix, sales team performance, and transactional diligence.
 - \$8.5MM of marketing overspend identified
 - Quantified revenue at risk in survey responses up to \$400K
 - Predicted go-get gap 90% revenue miss and \$178MM more spend
- Built an offshore team of engineers and architects to deliver turnkey semi-automated analysis. Supported with onshore business analysts.

President & CEO

2014 – 2021*

Ambition Data – Portland, OR

Technical data consultancy specializing in measuring the digital world and customer-centric analytic methodologies. Delivered strategies for Fortune 500 clients. Sold services arm in 2021.

- Delivered customer-centric digital measurement plans including experiments to pull \$1MM+ revenue forward for direct-to-consumer ecommerce companies: Health Ecommerce, Dagne Dover, Xero Shoes.
- Humanized and shaped data for large pharmaceutical companies to understand patient and hcp marketing performance vs benchmarks.
- Built cloud-based SaaS technology to target and measure customer lifetime value across direct-to-consumer customer bases in order to link financial projections to tactical marketing moves.
- Profitable for 6 years, 30% year-over-year growth for 2 years.
- Mentored analysts to create compelling data stories in Tableau, Data Studio and PowerPoint.
- Established the Customer Centricity Conferences at Wharton with Google and Salesforce to gather best practices from industry leaders. Hosted executive thought leadership forums and weekly podcast series.

THOUGHT LEADERSHIP

- Author, The Age of Customer Equity, September 2021
- Customer Equity Accelerator Podcast, 126 episodes
- "Machine Learning Teaches Markets to Cultivate a Growth Mindset" MIT Tech Review
- "For Data Savvy Marketers, There's a New Keyword: Intent" MIT Tech Review
- "An Executive Woman's Place is in the Data" Forbes.com
- Keynote, Customer Centricity Conference @WhartonSFO 2016-7
- Keynote, Microsoft One Analyst Day, 2018
- Women in Analytics Speaker, Digital Analytics Assoc. 2019
- Marketing Analytics Summit Speaker 2021
- National Public Radio, CNN Europe, CNBC interviews

AWARDS

- 21 Admired Women in Business, 2021
- Most Impactful Women in Technology, 2020

INTERESTS

- Bicycled across USA
- Climbed Mt Kilimanjaro
- Skated across Georgia
- Scouts BSA volunteer

REVIEWS

"Allison possesses that rare quality of translating digital concepts into understandable business ideas with no loss of quality." Sharon Gallacher, GSK

"Simply one of the best people I have ever worked with. Deeply engaged with analytics, digital and the business of business." Gary Angel, CEO Semphonic

RELEVANT EXPERIENCE CONTINUED

Senior Manager

Vice President Analytics

Ernst & Young / Semphonic (acquired)

2008- 2014

Built and executed digital measurement strategies for Fortune 500 customers. Mastery of Adobe and Google Analytics platforms. Created global standards, data strategy, tool recommendations, implementation best practices, standard operating procedures and behavioral segmentations.

- Delivered early multi-channel marketing "big data" integration solution for GSK after auditing all technical sources which resulted in large scale multi-brand global proof-of-concept.
- Grew and managed 30% of Semphonic's recurring revenue.
- Led creation of first omnichannel cloud integration merging BI, web, social media, call center and paid search data to Tableau dashboard for Genentech resulting in unified benchmarks and metrics.
- Wrote Genentech Adobe SiteCatalyst standard and managed efficient deployment across 120 global web and mobile sites. Trained Genentech's external advertising agencies.
- Created strategic plan, customer segmentation and analysis for Seagate.com which became basis of analytic and reporting design and quarterly management reports.
- Rapidly deepened expertise across early digital martech tools such as Adobe SiteCatalyst, Google Analytics, Pardot, Sugar CRM and Tableau.

Founder

2003 – 2008

Asypro – an eBay analytics start-up

VP Business Development

2002 – 2003

Vericept – a venture-backed security start-up

Executive Director – Denver

2001 – 2002

Forum for Women Entrepreneurs – support to gain investment for women founders in tech and biotech

Founder & Board Member

VP International Business Development & Operations

iSyndicate

1996- 2001

Co-founder of venture-backed internet content syndication start-up with 230 employees. Built cross-functional international team and global partnerships. Identified market-driving metrics and projected five-year sales model for Europe, Asia and Latin America.

- Closed \$76MM post deal with Bertelsmann to form European joint venture.
- Grew UK revenues to \$1MM in less than one year to overcome local competitors. Garnered investment interest with partners to open UK, France, Germany, Japan, China and Australian markets.
- Evangelized internet syndication globally via conferences and media tour.
- Negotiated the close of first \$2.5MM in contracts with Fortune 500 customers: Nortel, PeopleSoft, Ericsson, Suretrade, Hewlett-Packard
- Increased gross margins from 25% to 50% through the sale of value-adds such as mobile content and the syndication network backbone.
- Increased average contract value 66% by introducing six-month upselling cycle for additional syndication content feeds.