

# Raleigh Gresham, III

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***Creative analyst, leading teams in the conversion of data into insights and products that differentiate brands.***

## *Range of Experience*

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- Experience in building and leading advanced analytics teams in converting data into bottom line impacts and innovations for large organizations in the hospitality and healthcare industries.
- Strong technical and business acumen with a track record of analytical collaboration and empathy across the functional areas of marketing, product development, organizational behavior, operations, legal, and finance.
- Design-minded with experience in business model innovation, analysis, and implementation. Demonstrated experience in bringing data-driven products, services and consumer experiences to life through insights and analytics driven prototyping.

## *Professional History*

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- Intercontinental Hotels Group:
  - Director, Business Traveler Insights & Experience, 2015 - Present
  - Manager, Insight Factory, 2012 - 2015
- NorthHighland: Manager, Business Intelligence, 2010 - 2012
- PricewaterhouseCoopers: Senior Associate, Healthcare Advisory, 2007 - 2010
- MedMined, Inc. - A subsidiary of Cardinal Health (now CareFusion): Financial Analyst, 2005 - 2006
- University of Alabama at Birmingham Hospital: Child Life Therapist, 2003 - 2005

## *Education and Certifications*

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- M.S., Healthcare Informatics, University of Alabama at Birmingham
- M.S., Healthcare Administration, University of Alabama at Birmingham
- B.A., Human Development - Child Life Therapy, Samford University
- Six Sigma Green Belt Certification

## *Professional Experience*

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- ***Analytics-Driven, Small Scale Innovations Development*** – Analytical and design director for hybrid data-driven product innovation program in large global hospitality chain. Responsible for bringing small-scale analytics based product, service, and customer experience innovations to life through a rapid prototyping cycle. Coordinator of R&D process engineered to translate data and analytics into applied insights in the form of new consumer facing offerings. Socialization and management of potentially "disruptive" insight led designs and solutions using a rich understanding of the variety of perspectives and needs each enterprise stakeholder has.
- ***Design and Ownership of Data Ecosystem*** – Led technical, analytical and business teams of a large global hotel chain in the design, architecting and construction of an innovative data ecosystem, built to surface insights in ways that had previously not been done. Through the aggregation of over 30 disparate data sources (including first and third party data as well as structured and unstructured data), mining the behaviors, preferences and patterns of over 4.5M customers became a reality – and because of the model designs and technical engineering put in place at the onset of the project, it continues to grow organically and efficiently under my team's watch.

- **Data-Use Strategy Development** – Led research and strategic visioning process resulting in a multi-year, data-use strategy for a large global sales organization. Authored data-use vision statement and leveraged its themes in the outlining and documenting of 21 strategic, analytics-based initiatives selected to position the sales program as a industry trendsetter for its applications and use of data.
- **Interim Director of Decision Support** - Served as the interim director of decision support for major, urban safety-net health system. Responsible for coordination and management of all reporting and analysis performed at both a financial and operational level. Led initiatives around report automation and validation, including the management of staff and personnel responsible for basic analysis and data collection.
- **Health Information Systems Evaluation** - Research and selection of current best practices for analysis and review of electronic medical record systems. Compilation and redesign of selected tools and techniques, resulting in comprehensive approach to system review and prioritization. Work in developing financial feasibility metrics for enterprise wide implementation at various health systems.
- **Financial Analysis and Projection for Healthcare Organizations** - Use of advanced statistical analysis techniques to determine the cost savings generated by nosocomial infection surveillance systems. Use of DRG, ICD-9 and other coding mechanisms to compare and contrast financial improvement by service line as well as organization-to-organization benchmarking. Coordinated the development of schema and business logic used in assessing various samples of hospital data for trending and projection purposes.
- **Child Life Therapist for Pediatric Solid Organ Transplant Program** - Responsible for psychosocial care of pediatric patients and families being cared for in a large, academic health system. Coordinated day-to-day therapy activities while managing the logistical and financial aspects of the therapy program.

### *Analytical Capabilities*

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- Experience leveraging advanced analytical techniques, including knowing when, why and how to embed the following in analytics-driven innovations:
  - Classification, clustering, and association analytics
  - Predictive analytics & forecasting
  - Outlier/anomaly detection & management
  - Graph and network analysis
  - Natural language processing
  - Optimization modeling

### *Technical Capabilities*

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- Data Storage and Management – Oracle, Teradata, MySQL, PostgreSQL, MongoDB
- Data Retrieval and Analytics – SQL, Python & Python data analysis libraries
- Business Intelligence Platforms – Business Objects, Oracle OBIEE
- Data Product Prototyping & Data Visualization – Tableau, Processing, D3, HTML5+CSS3, Ruby, PHP, JavaScript, Kivy, Adobe Illustrator, Apache Cordova, and Pattern Lab