

GREGORY W. SCHIBLER *Delivering tangible business solutions through analytic solutions*

🏠 Encinitas, CA 📞 858.212.2952 ✉️ gschibler@gmail.com [in](#) [LinkedIn](#)

KEY STRENGTHS

Marketing Analytics

Consumer Segmentation

Digital Targeting and Measurement

Coaching & Mentoring

Cross-Functional Leadership

Competitive Analysis

Lead Generation

Integrated Marketing

Customer Engagements

Enterprise Software

Robust Partnerships

Business Analytics Lead and Mentor

Highly-strategic executive and proven technical closer with a longstanding record of achievement assessing consumer behavior, developing analytics-

based solutions, mentoring junior talent, and generating actionable insights.

Proven strengths include customer segmentation, digital media targeting and measurement, and predictive modeling across finance, telecommunications, automotive, and retail sectors.

Natural leader and engaging business partner adept at distilling technical concepts into everyday English, strengthening client partnerships, investing in high-performance teams, and delivering meaningful revenue growth and ROI.

VALUE SNAPSHOTS

- ▶ Positive and inclusive management style promoting continuous learning and empowering teams to surpass client expectations.
- ▶ Accomplished presenter for large audiences and small groups with excellent writing capabilities.
- ▶ Delivering analytics solutions based on statistical and neural networking modeling in marketing applications including client acquisition, attrition prevention, and upsell opportunities.
- ▶ Technical acumen spanning system architectures, database structures, and software tools/programming.

PROFESSIONAL EXPERIENCE

Rady School of Management, University of California, San Diego

2021-Present

Business Intelligence Instructor

Capstone Project Supervisor

NEUSTAR

2007-2020

VP, Client Analytics

Won new business and improved existing partnerships with robust technical sales expertise. Developed talented, client-facing analytic teams, and crafted sales training and market collateral on scoring and segmentation.

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- Delivered a \$2M bottom-line, first-year savings for a client after developing a custom consumer model to identify top leads.
- Built and scaled a business unit from 0 to \$20M+ in high-margin, recurring revenue, and engineered a process to acquire data, develop models, and enable real-time deployments.
- Developed Financial Spectrum, a new premium product optimized for the financial industry.
 - Served as the lead architect coaching a small analytic team and partnering with business development to build a partnership with a data provider.
- Guided business case and algorithm design for customer and geographic targeting platform with modeling and data specifications.
- Introduced net new data product offerings including Buying Power and Net Asset Value solutions to bolster the \$30M business base.
- Drove consumer segmentation and modeling activities by creating underlying demographic and sociographic databases.

INTEGRAS CONSULTING (now Nielsen)

2003-2007

AVP, Customer Targeting

Ideated and executed strategic initiatives connecting Fortune 1000 clients with innovative analytics and marketing solutions. Launched next-generation, practical B2B/B2C business solutions leveraging data mining, advanced statistics, custom designs, algorithms, and AI components in custom software tools and analytics techniques.

- Secured a multi-year, multimillion-dollar contract with a cable television consortia by developing a modeling methodology assessing zip code-level counts attained with existing data assets.
- Turned around core, declining consumer analytic product line to deliver 25%+ CAGR at higher profitability.
- Raised data science group revenue to surpass 20% CAGR throughout leadership tenure.
- Engaged with Fortune 1000 client customers on customer segmentation, direct mail, next most likely product purchase, attrition, and propensity models.
- Directed projects spanning marketing analytics, business intelligence, statistics, segmentation, forecasting, data mining, predictive modeling, relationship management, database marketing, and market research.
- Presented thought leadership and fact-based guidance around decision support, market segmentation, customer profiling, customer lifetime value calculation, customer targeting, behavior prediction, and application development.

ADDITIONAL EXPERIENCE

GWS Consulting

Principal

HNC SOFTWARE (now Fair Isaac)

Product Manager, Telecommunications Solutions Group

Business Consultant, Banking and Direct Marketing

EQUIFAX NATIONAL DECISION SYSTEMS

Manager – Analytics Project Group

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EDUCATION

MBA: Marketing and Finance Emphasis, University of San Diego

BA: Quantitative Economics and Decision Science, University of California, San Diego

TECHNICAL SUMMARY

Languages: Basic(visual), C++, Fortran, Hadoop, Python, R, SAS, SQL

Tools: ArcGIS, MapInfo Pro, Oracle, Tableau