

## JUAN F. GORRICO

891 Byrnwyck Rd. NE, Atlanta, GA 30319 – (321) 400 2464 – [jgorricho@gmail.com](mailto:jgorricho@gmail.com)

C-level executive with 15+ years of experience leveraging analytics and data to drive business value. Author and keynote speaker at multiple, worldwide data and analytics conferences. Selected as one of the most influential hispanics in technology in the US in 2015 and 2016 (<https://www.hitecglobal.org/>).

### PROFESSIONAL EXPERIENCE

**2017–2019**      **TSYS**

**Atlanta, GA**

#### **Senior Vice President, Data & Analytics, Global Product & Innovation**

- Leading implementation of data and analytics strategy aimed at launching data and analytics products, augmenting other TSYS products through data and analytics, and driving TSYS to adopt a data culture (data literacy).
- Defined and leading implementation of data management framework, including information enablement/data governance, as well as the building out the data and analytics capabilities (people, process, technology).
- Successfully led implementation of phase 1 portfolio of data and analytics products with more than \$60+ million dollars a year in projected revenue. Solutions include general BI, machine learning based predictive analytics, and data and analytics professional services. Implemented product lifecycle development process to continuously deliver data products to market.
- Key stakeholder in driving adoption of cloud computing (AWS) with emphasis on data and analytics use cases.

**2007–2017**      **THE WALT DISNEY COMPANY**

**Orlando, FL**

#### **Vice President, Chief Data & Analytics Officer, Partners Federal Credit Union (2015 – 2017)**

- As first Chief Data & Analytics Officer, reporting to the CEO, led the implementation of data and analytics strategy for Disney's credit union, serving more than 150K cast members in the United States. Implementation resulted in successful revenue increase for the organization, including better customer experiences and improved retention.
- Defined and secured sponsorship with CEO, peer executives, and board of directors of long term analytics people, process and technology roadmap aimed at making Partners become an analytically driven organization. Success stories have been highlighted at multiple conferences.
- Led implementation of analytical technology roadmap for the organization, including the use of big data, cloud based solutions (AWS).

#### **Senior Manager, Merchandise Business Intelligence & Analytics, Theme Parks Merchandise (2013 – 2015)**

- Led a team of 20+ cast members in the US and India delivering actionable insights through the use of data and analytics for Theme Parks Merchandise line of business (\$1B+ in annual revenue).
- Drove definition, adoption, and implementation of information management strategy for the Theme Parks Merchandise line of business resulting in increased revenue and operational efficiencies.
- Led the implementation of high value analytical solutions to support merchandise planning decision making in international sites (Hong Kong, Paris, Shanghai, and Tokyo). This includes the creation of an advanced forecasting center of excellence in India to support key analytical functions in the Theme Park merchandise operations in the US, Hong Kong, Shanghai, and Paris.

#### **Senior Manager, Business Intelligence & Analytics, Workforce Management, Theme Parks & Resorts (2010 – 2013)**

- Delivered insights and improved decision making by leading a team of 20+ cast members and through the use of analytics, driving significant cost benefits to the Workforce Management line of business.
- Developed and implemented information management strategy for the Workforce Management line of business to support more advanced and complex analytical solutions aimed at increasing the productivity and reducing the cost of the \$1 Billion labor operation in the US.
- Successfully designed and led implementation of an \$8MM+ advanced analytics project aimed at improving and optimizing the labor demand forecasting process for the 60,000+ cast member operation in all US parks.

#### **Manager, Business Intelligence & Analytical Solutions, Information Technology, Theme Parks & Resorts (2007 – 2010)**

- Successfully led a team of 40+ in the execution of multiple, multi-million dollar business intelligence and analytical projects for Walt Disney Parks & Resorts, across many different lines of business such as Merchandise, Operations and Finance.
- Developed information management strategy framework for future projects, in collaboration with executive leaders.

### SPEAKING ENGAGEMENTS

November 2018	Chief Analytics Officer Forum - Fuelling an Analytics-Driven Culture Across the Enterprise	Boston, MA
October 2018	Data Science Atlanta - Moving fast on data and analytics	Atlanta, GA
September 2018	ABDSociety - Best practices on data strategy	Charlotte, NC
August 2018	Convergence Atlanta - Back to the Basics	Atlanta, GA
June 2018	Atlanta CDO Summit - Spark a Data Revival With a Back-to-Basics Approach	Atlanta, GA
May 2018	TDWI Executive Summit - Moving Fast with Data and Analytics	Chicago, IL

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September, 2016	Enterprise Dataversity - The Role of Predictive Analytics at Partners	Chicago, IL
May, 2016	Business Analytics Summit – The Role of Predictive Analytics at Partners	Chicago, IL
January, 2016	Chief Analytics Officer Forum – Building an Analytically Driven Enterprise	New York, NY
October, 2015	Bolivar Group – Analytics Driven Customer Experience	Santa Marta, Colombia
September, 2015	The Data Warehousing Institute – Implementing a Roadmap for Analytics	San Diego, CA
September, 2015	Disney Data & Analytics Conference – The Strategic Importance of CAOs and CDOs	Orlando, FL
July, 2015	IE Business School – Big Data & Analytics	Miami, FL
February, 2015	Constructora Bolivar – Customer Experience Best Practices	Santa Marta, Colombia
February, 2015	IE Alumni Forum – Transforming Industry Through Big Data	Madrid, Spain
November, 2014	IE Venture Day – Big Data and Entrepreneurship	Miami, Florida
June, 2014	Big Data Analytics & Customer Engagement Forum	Nice, France
November, 2013	Information Quality and DW/BI Conference Europe	London, UK
November, 2012	Big Data Warehousing and Business Intelligence 2012	Sydney, Australia
2009, 2010, 2011	Data Management Forum (alongside Bill Inmon)	New York, NY and Washington, DC

### 2005–2007      **DECISIONPATH CONSULTING**      **Gaithersburg, MD**

#### Principal Consultant

- Led multiple consulting teams that implemented business intelligence strategies for clients in the financial services industry and in the Federal government.
- Key activities included project management and staffing, client relationship management, and creation and presentation of deliverables (e.g. business intelligence strategy and roadmap, requirements, solution technical architecture recommendations, business intelligence proofs of concept, technology selection).
- Contributed to the expansion of frameworks utilized by the company in projects to assess and align business needs with the design of analytical solutions.
- Co-author of several articles addressing key aspects of business intelligence solutions (links provided below).

### 2003–2005      **INITIATIVE FOR A COMPETITIVE INNER CITY (ICIC)**

**Boston, MA**

*Founded and directed by Harvard Business School Professor Michael E. Porter, ICIC leads the development of business growth strategies through application of analytics based frameworks.*

#### Vice President, Consulting

- Responsible for leading multiple client teams, managing client relationships, and defining key issues to be addressed in engagements.
- Led and conducted strategic analyses and produced and presented deliverables, such as analytical models for decision making, business cases on best practices, and competitive assessments.

### 2001 **CG PROJECTS**

**Cali, Colombia**

*Engineering consulting firm.*

#### Consultant

- Reduced billing cycle by 90% through implementation of multiple information management and analytical solutions. Provided executives key metrics to monitor profitability and progress of multimillion dollar engineering projects.

### 1999 – 2001      **UNITED NATIONS DEVELOPMENT PROGRAM – BOGOTA CITY HALL**

**Bogota, Colombia**

*Partnership to oversee and fund the execution of key city projects.*

#### Consultant

- Reduced operating cost by 20% through design and implementation of business intelligence and analytics strategies to improve customer service in the top city government agencies.

### 1997 – 1999      **TRANSPORTACION MARITIMA GRANCOLOMBIANA S.A**

**Bogota, Colombia**

*Colombia's largest maritime shipping company.*

#### Manager, Marketing Analytics

- Led the development of analytical solutions to support executive and managerial decision making. These solutions resulted in a 10%+ increase of market share in key segments. The innovative use of SAS in this project was recognized by *SAS Magazine* in 1999 ([see article here](#)).

#### EDUCATION

**DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION**

**Charlottesville, VA**

**UNIVERSITY OF VIRGINIA**

Masters of Business Administration, May 2003

**UNIVERSIDAD DE LOS ANDES**

**Bogota, Colombia**

Bachelor of Science in Industrial Engineering, May 1998

- Teaching Assistant for several courses related to quantitative analysis and decision modeling
- Fluent in English, German, and Spanish.