

DUSTIN SIGWARD

PROFESSIONAL SUMMARY

Analytics Engineering and BizOps leader with **10+** years of experience building executive dashboards, defining metrics for **\$100B** portfolios, and scaling analytics infrastructure in fast-paced and ambiguous environments. Expert in Tableau, SQL, and ETL processes that deliver clear, actionable insights. Proven ability to design performant reporting systems that ensure data integrity, while driving operational excellence through documentation, governance, and communication.

EXPERIENCE

Pharutech

Strategic Operations Consultant (01/2024 - Present)

- Established an intuitive, executive dashboard using Tableau to monitor pipeline health in a fast-paced startup environment; recommendations resulted in **37%** increase in domestic market penetration.
- Developed investor-ready presentations for medical device startups, crafting compelling narratives from scientific and market data; aligned executive vision with investor expectations to secure **\$1M+** in seed funding.
- Audited and restructured device ID and part ID systems to support product recall readiness, regulatory compliance, and future longitudinal studies on cancer detection rates by clinic and product adoption.
- Designed a scalable, forward-thinking data model and schema to enable device-level analytics, including traceability for FDA-approved components and correlation of clinical outcomes across clinical sites.

Meta

Analytics Engineering Lead, Business Planning and Operations Lead (02/2020 - 01/2023)

- Delivered strategic insights and executive-level reporting support as the primary POC for Global VP of **\$100B+** ad revenue portfolio; achieved alignment across regional leadership on revenue goals and resource planning.
- Served as Tableau site admin, publishing and maintaining a suite of workbooks with row-level security; managed dashboards ranging from company-wide resources to sensitive reports for executive stakeholders.
- Leveraged deep systems knowledge and diagnostic skills to proactively identify and close critical gaps in core infrastructure; collaborated with Engineering, Business Integrity, and Data Science teams to eliminate high-impact campaign shutdowns from false-positive policy violations.
- Optimized data pipelines processing millions of rows of product ad signals data with complex aggregation logic and dynamic fields; reduced query run time **70%** and increased reliability by slashing crash rates.
- Reengineered and streamlined a relational data model to support a centralized reporting framework, producing high-quality, reliable data sources that improved dashboard accuracy, ensured data integrity, reduced maintenance effort, and scaled with evolving business needs.
- Defined, documented, and governed KPI libraries and wikis to standardize partner-enabled revenue business metrics and multi-touch attribution measurement methodologies across functional and business teams.
- Translated complex processes and systems into accessible content that increased XFN data literacy and alignment; tailored and delivered org-wide training to educate **500+** on obligations under FTC settlement.

Business Planning and Operations Analyst (10/2018 - 01/2020)

- Drove strategic planning initiatives for a **\$64B** managed portfolio, optimizing territory alignment, identifying growth opportunities, and setting revenue goals aligned to business team objectives and partner qualifications.
- Developed a comprehensive suite of Tableau-based dashboards and data pipelines using advanced SQL and Python to measure business metrics and KPIs; reduced time-to-insight by **70%**.
- Continuously improved a suite of Tableau workbooks and implemented internal reporting standards for metric definitions, naming conventions, and visual design; reduced stakeholder misunderstandings, improved consistency, and streamlined cross-team decision-making.
- Established ETL process for MobileWorks program by streamlining workflows, training data-entry staff, redesigning templates, and defining data cleaning, error handling, and data profiling methods; cut program measurement costs by **80%** and significantly reduced downstream data discrepancies.
- Authored SOPs and Playbooks to streamline root-cause revenue discrepancy analysis, reducing time-to-resolution from hours to minutes and enabling self-serve diagnostics.

- Led cross-functional alignment efforts to define and document KPIs across Partnerships organization; collaborated with Data Science to validate metric definitions, aggregation methodologies, and ensured revenue signals were both accurate and interpretable by business teams.

Metrica

Co-Founder (04/2016 - 08/2018)

- Co-Founded a consulting firm advising federal partners on process design, organizational assessments, and internal systems improvement; first contract awarded within **3** months of launch.

NET ESOLUTIONS CORPORATION

Principal Consultant (03/2015 - 02/2018)

- Owned Tableau deployment at OCICB; leading dash development, permissions, site admin, and user onboarding to establish a scalable, org-wide reporting infrastructure for oversight of **\$100M** budget and **\$1B** grant portfolio.
- Created an engagement-wide style guide to establish standards and best practices for dashboard development, usability, and management to ensure brand integrity on client deliverables.
- Leveraged strong communication skills and ability to connect with a diverse range of technical and business stakeholders to pitch prospective clients and conduct product demos; played a key role in winning new business by clearly articulating product value and aligning solutions to client needs.

Management Consultant (01/2013 - 02/2015)

- Launched a Tableau-based budgeting platform with intuitive, user-friendly interfaces, interactive filtering, parameter-based calculated fields, and color coded data points to identify insights at-a-glance; enabled non-technical stakeholders to forecast contract labor costs and reallocate funds with speed and confidence.
- Informed strategic funding decisions at NIAID by delivering timely, data-backed insights on budget utilization, projected shortfalls, and high-impact reallocation opportunities; enabled leadership to optimize funding levels across a **\$80M** annual portfolio and absorb unexpected funding late in the fiscal cycle.
- Owned end-to-end deployment of invoice data ETL logic; ensured data quality and usability in forecasts.

Budget Analyst (08/2012 - 01/2013)

- Served as the primary point of contact for the CIO of NIAID, establishing source-of-truth reporting and analytics framework for managing a **\$69M** federal operating budget and responding to inter-agency RFIs and Data Calls.
- Uncovered discrepancies and outliers in labor spend and other invoices, avoiding the return of **17%** of the budget to the Treasury for expired funds.
- Implemented standardized vendor invoice process at OCICB, reducing data processing time by **90%** and improving accuracy and oversight of the budget's largest line-item.

SKILLS

- **Technical Tools:** Tableau (Advanced Expertise, Admin, RLS, dashboard design, usability), Advanced SQL Queries, Advanced Excel, CRM Systems
- **Business Intelligence:** KPI Design, Forecasting, Strategic Reporting, XFN Project Leadership, Executive-level Reporting, Python, Cross-functional Partnership
- **Data Analytics Engineering:** ETL Development, Data Modeling, Data Quality Audits, Dashboard Automation, Performance Optimization, Reporting Accuracy, Schema Design, Partitioning, Error Handling, Data Pipelines
- **Governance and Communication:** Process Mapping, SOP Development, Process Improvement, Process Design, Documentation, Nomenclature, KPI Definition, Training, Stakeholder Education

ACHIEVEMENTS AND SPECIAL PROJECTS

- **Innovative Data Visualization Award:** Bestowed by the Director of NIAID for creation of a Tableau dashboard tracking \$1B funding over thousands of grants; reduced administrative burden of program management.
- **Asset Investigation Tool:** Developed and continuously improved a Tableau-based diagnostic data integrity tool tracing asset metadata across systems; slashed time for discrepancy root-cause analysis from hours to minutes.
- **Created Meta's Partner Graph:** Identified, designed, and scaled internal process and technology improvements to centralized CRM tools and systems; greatly improved partner identity attribution and revenue accuracy.
- **AI/ML Pose Detection & Agentic AI Coaching:** Leveraging MediaPipe's Pose Landmarker Tasks API to analyze human body posture from video; mapping key points for use in real-time coaching and feedback applications.

EDUCATION

Bachelor of Science in Marketing | *University of Florida*