MICHAEL R. DAVIS, I.O.M.

(317) 519-5392 ⬥ Michael@Davis1776.com

LinkedIn.com/in/mrdavis/ ⬥ davis1776.github.io/MichaelDavisPortfolio/

DATA ANALYST / BUSINESS INTELLEGENCE / DATA TRANSLATOR

Senior business executive leading and transforming businesses to become more productive companies by connecting the decision-making needs of executives and stakeholders to data scientist. Recognized for steering clients, customers, and businesses with a collaborative research-based, data-driven analytics approach. Proven leadership and success in restructuring, creating, and growing powerful organizations and campaigns. Recently graduated from the Butler University Analytics and Visualization Executive Education program, covering a wide-ranging curriculum of Python, SQL, Machine Learning, Tableau, and Advanced Excel.

Excellent data analytics experience leading over 250 campaigns in 30 states, including consumer survey design, collection, and analysis; database creation and management; public relations and outreach; social media; strategic planning; team development; digital, TV, direct mail, and radio ad placement; public speaking; and program management.

SKILLS

Languages: Python, SQL, HTML, CSS, JavaScript, JSON
Data Visualization: Tableau, Pandas, NumPy, Matplotlib, Plot.ly, BeautifulSoup
Database: SQL, MongoDB, SQLAlchemy, Access
Other: Excel, Data Manipulation, Jupyter, GitHub, Git Bash, PowerPoint
Business: Leadership, management, public speaking, presentations, teamwork, problem-solving

WORK EXPERIENCE

Executive Leadership Roles at Enterprise Washington, BIPAC, and Indiana Chamber of Commerce

GAUGE CONSULTING; Indianapolis, IN   2007 – present
OWNER AND PRESIDENT
Own and operate a consulting firm serving businesses in data/business analytics, public opinion research, demographic analysis, marketing, and organizational management.

Highlights:
- One current client I consult for is Hannah News, a multi-state news media organization where I extract, clean, digest, standardize, and create Tableau visualizations from large amounts of gaming data.
- Consulted for Grow Oregon to assist statewide Oregon companies and business associations to reorganize how the Oregon business community collaborates in the legislative and political space.
- Clients included Anthem, Roche Diagnostics, Conexus Indiana, EdChoice, Indiana Task Force (Indiana Secretary of State), Marion County (IN) Election Board, and Illinois Chamber of Commerce.

ENTERPRISE WASHINGTON; Bellevue, WA   2013 - 2017
PRESIDENT AND CEO
Led the state's preeminent business association for grassroots advocacy, political research, marketing analytics, and independent expenditure campaigns. Additionally, led The Business Institute of Washington, Washington Voter Research, and multiple PACs. Responsible for the organization's operations, marketing, strategy, fundraising, social media, financials, and team. Worked closely with boards of directors, clients, members, vendors, and investors.

Highlights:
- Grew organizations to combined income of $3.32M with seven full-time and 75 part-time team.
- Successfully led the organizations through a complete reorganization of the strategic mission and marketing plan, team, membership programs and dues structure, organizational bylaws and governance, employee health care insurance plan, and an office relocation to a larger space.
- Launched a new statewide media site, *TheLens.News*, to report and promote business issues.
- Created Washington Voter Research to conduct survey research and organize field operations team.

BIPAC; Washington, D.C. 2010 – 2013
SENIOR VICE PRESIDENT
Served on senior management of independent, bipartisan membership organization with the mission of helping private sector organizations engage, educate, and motivate employees in the legislative and electoral processes through grassroots advocacy, voter education, and electoral participation. Responsible for all activities related to the political division and managing nine team members.

Highlights:
- Conducted first-ever nationwide ad buyout of YouTube by a political candidate or organization.
- Successfully led, organized, and trained team and state network partners on executing political, grassroots advocacy, and new media plans.
- The Access Point, a leading technology blog, described these new political programs as one of the five "best of the best programs" as a result of strategic, cutting edge use of digital campaign activities.

INDIANA CHAMBER OF COMMERCE; Indianapolis, IN
VICE PRESIDENT, POLITICAL AFFAIRS 2004 – 2010
Served on senior management team with a team of 50 for the state's leading pro-business advocacy organization with over 26,000 members and customers. Responsible for all activities relating to one of the country's largest state or local chamber of commerce PACs, *Indiana Business for Responsive Government* (IBRG), and its five-person team.

Highlights:
- Prepared autonomous departmental budgets totaling $2M.
- Launched the *Indiana Prosperity Project* to educate Indiana citizens on elections and business issues.
- Directed marketing strategy on numerous campaigns with coalition partners.

EDUCATION & PROFESSIONAL CERTIFICATES

- Data Analytics and Visualization Executive Education Certificate
  Butler University, Indianapolis, IN
- Essential Design Principles for Tableau Certificate - University of California, Davis, Davis, CA
- Fundamentals of Visualization with Tableau Certificate - University of California, Davis, Davis, CA
- Customer Analytics Certificate - The University of Pennsylvania, Philadelphia, PA
- Bachelor of Arts, Political Science; Minor: Economics
  Indiana University, Bloomington, IN
- Professional certificate in Nonprofit Organizational Management
  U.S. Chamber of Commerce Institute for Organization Management (I.O.M.)
- Public Information Officer Lead and Development Presenter for
  American Red Cross, Central & South Texas Region