

## **CHRISTOPHER HENRY**

LAKE IN THE HILLS, IL, 60156

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### **E-Commerce/Retail Data Strategist – From Clicks to Revenue**

Seasoned leader with 20 + years converting raw data into decisions that move revenue, profit, and customer KPIs. Designs full-stack analytics—from clean pipelines and automated dashboards to ML forecasts—that slash waste and surface growth opportunities. Known for turning complex numbers into clear stories and rallying teams to deliver measurable, cross-functional wins.

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## **PROFESSIONAL EXPERIENCE**

### **Senior Director, Head of Online Operations and Analytics**

TransformCo | Hoffman Estates, IL | October 2023 – Present

- Led and mentored a team of 15+ data analysts, prioritizing workloads to balance short- and long-term business objectives while driving data-centric strategies across e-commerce and retail operations using Tableau, Looker Studio, and SQL.
- Designed and implemented Adobe Analytics tagging strategy, configured report suites and dashboards in Adobe Analytics Workspace to track end-to-end digital behavior; reduced data discrepancies by 25%.
- Spearheaded initiatives in BI architecture and data governance, reducing query times by 35% and improving data literacy across departments.
- Conducted hands-on ad hoc analysis to identify bottlenecks and drive actionable insights that increased operational efficiency by 20%.
- Collaborated cross-functionally with data engineering, product management, and marketing to deliver BI solutions that enhanced decision-making speed by 30%.
- Drove the integration of AI/ML technologies to extract insights from unstructured data, reducing operational costs by 15%.
- Improved operational KPIs such as conversion rates, customer satisfaction, and revenue growth by developing intuitive KPI dashboards and real-time reporting tools.

## **Senior Director, Head of Retail/Online Analytics**

TransformCo | Hoffman Estates, IL | June 2017 – September 2023

- Architected ETL pipelines to ingest POS, CRM, loyalty, and web/mobile event data into a cloud data warehouse (BigQuery/Snowflake), enabling unified customer analytics in Adobe Experience Platform and downstream BI tools.
- Partnered with executives to influence transformation strategies that aligned BI solutions with overall company objectives, driving operational excellence.
- Designed and maintained customer segmentation models in AEP: collaborated with data science to deploy predictive scores (e.g., propensity to purchase) and integrate into Journey Optimizer for targeted campaigns.
- Conducted in-depth data analysis using Google Analytics and Adobe Analytics, identifying opportunities to improve customer engagement and ROI for marketing campaigns.
- Championed the use of data governance frameworks to improve data accuracy and consistency across the enterprise.
- Implemented A/B testing strategies to optimize home page, product pages and checkout processes, resulting in a 28% increase in conversion rates.
- Built real-time dashboards in Adobe Analytics Workspace and Tableau to monitor digital KPIs; set up alerts for anomalies (traffic drops, conversion issues) enabling rapid response.
- Mentor and train analysts on Adobe Analytics best practices, workspace visualization techniques, and Adobe Experience Cloud architecture.
- Oversaw integration of Adobe Target for A/B testing and personalization on key site pages; collaborated with UX/product teams to deploy tests, resulting in 20% increase in conversion on targeted segments.

## **Director, Business Intelligence**

Sears Holdings Corp | Hoffman Estates, IL | June 2014 – May 2017

- Associate Performance Reporting: Engineered a robust web-based platform enabling individual associate metric reporting with near real-time data, including comprehensive rollups for organizational leadership levels. Associates' performance on key metrics improved by 10–20% within the first six months.
- Manager Feedback & Engagement: Designed and implemented digital performance review systems integrated with real-time manager feedback, significantly enhancing associate engagement through clear, actionable insights based on established sales methodologies. Implemented a monthly manager-associate review process, achieving 100 % completion.

- Digitized Annual Reviews: Revolutionized the paper-based annual review process for 80,000 associates into a streamlined digital system, reducing the review cycle to six weeks and centralizing historical data for HR and legal requirements.
  - On-Demand Metric Reporting: Instituted automated daily report generation and on-demand access to critical performance metrics, enabling managers to respond swiftly to emerging trends and improved decision making.
  - Scheduling & Workforce Optimization: Engineered data-driven scheduling strategies by incorporating performance metrics into workforce planning systems, effectively forecasting sales and staffing needs to align top-performing associates with peak customer demand.
  - Collaborated with senior leadership to ensure that business intelligence initiatives aligned with strategic business objectives, driving operational improvements and revenue growth.
  - Delivered comprehensive analytics on National Promoter Scores (NPS) from customer interaction surveys, providing management with deep insights to refine customer operations and sales strategies.
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## **EDUCATION**

### **University of Illinois, Urbana-Champaign**

Aviation | Champaign, IL | 2001

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## **CERTIFICATIONS & PROFESSIONAL DEVELOPMENT**

- Google Analytics Certification (Skillshop, 07/2024 - 07/2025)
- Dedicated to continuous professional development by mastering SQL, Python, and emerging BI methodologies, ensuring the use of cutting-edge analytics techniques to drive strategic decision-making and business growth.