

CLEON KANELIS

Open to relocation worldwide

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Global Analytics & Insights Consultant

Technologically oriented analytics leader with an extensive background in leading global insights & analytics projects. Broad knowledge and success in storytelling and insights extraction. Proficient in external consulting and internal management. Skilled trainer and team leader who directs multiple tasks effectively and readily masters innovative software and tools. *Key proficiencies include:*

*Customer & People Analytics / Project Management / Advanced Analysis Methodologies
Actionable Storytelling / Consulting / Primary Research / Business Development
Insights Extraction / Presentations & Communications / Statistics*

Technology: Tableau, Adobe Photoshop, SQL, HTML, CSS, WordPress, SPSS

Languages: Fluent: English, Greek, German, Spanish

Conversational: Turkish, Bulgarian, Italian, Portuguese

PROFESSIONAL EXPERIENCE

Senior Manager, People Analytics | Walmart, Bentonville, AR / Remote (2015 – Present)

Lead strategic global people analytics projects and deliver data-driven insights to senior leadership for Fortune #1 company with 2.3M worldwide associates.

- Increased efficiencies by leading team to build automated Tableau dashboard that centralized diversity metrics data, enabling self-service model for insights generation and replacing previous reporting – covered 2M+ associates across 20+ countries.
- Led analytics initiative testing nearly 100 variables to identify strongest drivers of top-performing Merchandising associates and suggest new organizational design and practices.
- Spearheaded project to identify millions of dollars in savings opportunities by estimating annual cost of store absences to raise issue awareness and increase scrutiny of practices.
- Created and facilitated consulting skills training for entire People Analytics group.
- Managed team to design Tableau scorecard for Executive VP of International HR, synthesizing information from various data sources into one insights platform to identify key priorities and assess strategic initiatives while eliminating dozens of hours of reporting.

Senior Director | Millward Brown Analytics / MaPS, Boston, MA (2010 – 2015)

Guided key business decisions and project-managed research efforts while overseeing up to 10 team members and gaining expertise in insights, marketing, operations, and merchandising. Oversaw revenues of \$20M in custom and tracking studies for Fortune 500 clients.

- Directed 200+ annual custom research projects in 18-month onsite consultant project for Walmart, partnering with Consumer Insights group to address strategic marketing needs.
 - Led research efforts in customer experience, purchase behavior, and brand awareness, image, positioning, and messaging. Identified business development strategies and addressed client needs by integrating market research in collaboration with senior leadership.
 - Increased actionability and impact of results by applying latest research innovations and industry thought leadership.
 - Promoted 4 times in <5 years (Analyst, Consultant, Sr. Consultant, Director, Sr. Director).
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EDUCATION

SUFFOLK UNIVERSITY, Boston, Massachusetts, B.S., Business Administration, 2010

Summa Cum Laude; 3.94 GPA; Highest Class Honors