

SAMUEL HOZAN

Data Product Manager | Strategic Analytics Leader

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PROFESSIONAL SUMMARY

Senior data leader with 20+ years of experience transforming analytics into enterprise decision-making tools spanning retail, healthcare, energy, and tech. Specializes in owning and scaling data products that drive revenue growth, operational efficiency, and strategic clarity for executive stakeholders.

- Built and scaled executive dashboard platforms used across 4 Fortune 500 organizations (HP, Nike, EY, Duke Energy), enabling \$100M+ in strategic decisions
- Led cross-functional analytics teams to deliver end-to-end data products integrating Power BI, SQL, Adobe Analytics, and Snowflake
- Reduced decision latency by developing self-service insights tools adopted across business units, accelerating insight-to-action cycles

SKILLS MATRIX

Tools & Platforms	Data & Analytics Skills	Business & Leadership
Power BI, Tableau, Looker Studio	KPI & Metric Design	Data Product Ownership
SQL (MS SQL, MySQL, Snowflake)	Data Modeling, Segmentation, A/B	Stakeholder & Executive Reporting
Adobe Analytics, Google Analytics	Customer Journey Analytics	Agile / Scrum / Jira
ServiceNow, Adobe Target	Self-Service BI Enablement	Analytics Strategy & Prioritization
Salesforce Marketing Cloud	Data Storytelling & Visualization	Cross-Functional Team Leadership

WORK EXPERIENCE

Data Product Manager - Analytics & Supply Chain Strategy

August 2024 – Present

Duke Energy, St. Petersburg, FL

Led data product strategy and analytics delivery across ITSM and Supply Chain initiatives, supporting enterprise-wide performance visibility and strategic capital optimization. Collaborated with business leaders, developers, and product teams to design insight-driven tools, define KPIs, and support strategic capital redeployment efforts across multiple workstreams.

Technologies: Power BI, SQL Server, Looker Studio, ServiceNow, Google Analytics

- Partnered with Supply Chain and Finance leaders on cross-functional efforts to free up capital through material optimization and vendor agreement strategy
- Developed analytics to support key workstreams including Material ID Interchangeability, Inventory Optimization, and Vendor Agreements
- Delivered enterprise dashboards for ITSM platforms (ServiceNow, Service Hub), improving visibility and aligning metrics with stakeholder priorities
- Aligned with workstream leads to define value capture goals and translate them into measurable, operational metrics
- Integrated analytics outputs directly into product decision-making and executive reporting

Data & Analytics Solutions Lead

April 2018 – February 2024

Tata Consultancy Services, Bradenton, FL

Led enterprise analytics strategy and delivery across multiple Fortune 500 client engagements in retail, healthcare, and cybersecurity. Acted as a trusted advisor to stakeholders, managing end-to-end BI product development, analytics governance, and data storytelling initiatives aligned with business outcomes.

Technologies: Power BI, Snowflake, SQL Server, Adobe Analytics, Adobe Target, Jira, ServiceNow

- Designed and implemented scalable Power BI and Adobe Analytics solutions across enterprise clients, driving adoption of insights tools at the executive level
- Delivered data products integrating Snowflake, SQL, and visualization tools to support customer journey analytics, A/B testing, and site personalization
- Partnered with Product, CX, and Engineering teams to define KPIs, optimize data pipelines, and align analytics with product roadmaps
- Led Adobe Target experimentation initiatives, improving customer segmentation and personalization strategies
- Oversaw analytics governance, ensuring data accuracy, documentation, and audit readiness across business-critical reporting
- Served in key project roles including Cybersecurity Project Manager, Scrum Master, and Analytics Consultant, supporting digital transformation and BI modernization efforts

Senior Consultant – Enterprise Insights & Reporting

July 2017 – January 2018

EY (Ernst & Young), Seattle, WA

Partnered with Microsoft product teams across Office 365, Windows/Windows Server, and Visual Studio to design enterprise-scale reporting frameworks and strategic dashboards. Delivered insight solutions that supported executive leadership in tracking performance, identifying risks, and aligning roadmaps across multiple business units.

Technologies: Power BI, SQL Server, Adobe Analytics

- Developed executive dashboards tailored to each Microsoft product group, enabling visibility into usage metrics, customer segments, and operational KPIs
- Built data storytelling visuals that clarified adoption trends, product engagement, and release impact for senior decision-makers
- Facilitated stakeholder sessions across product, marketing, and finance to define reporting goals, success metrics, and BI strategy alignment

Digital Analytics Manager – B2B & Product Insights

October 2016 – June 2017

Nike, Beaverton, OR

Led digital analytics for Nike.net and global B2B product engagement initiatives from Nike's World Headquarters. Delivered insights that supported merchandising, campaign performance, and customer segmentation across Nike's wholesale partner ecosystem.

Technologies: Tableau, Teradata, Adobe Analytics, Salesforce Marketing Cloud

- Built executive dashboards adopted by merchandising teams to track product interaction and digital engagement
- Analyzed B2B campaign and platform performance to optimize user experience across Nike partner portals
- Delivered segmentation insights that shaped targeting and go-to-market strategies

Retail Analytics Lead – Store Experience Innovation

April 2016 – August 2016

Nike, Beaverton, OR

Led analytics strategy for Nike's retail innovation pilots and in-store experience initiatives. Delivered performance reporting and KPI frameworks to evaluate pilot programs, omnichannel engagement, and customer behavior inside flagship stores.

Technologies: Tableau, Jira, Omniture, Excel

- Designed custom reports to evaluate impact of retail experience rollouts across multiple U.S. locations
- Defined success metrics and aligned with program managers to track pilot performance and guest engagement
- Visualized retail KPIs to inform store design, operations, and omnichannel experience strategy

Web Operations Data Analyst – BI Reporting

March 2013 – April 2016

HP (Hewlett-Packard), Vancouver, WA

Supported HP's web-enabled printer ecosystem by managing analytics across 35M+ connected devices. Focused on operational KPIs, telemetry diagnostics, and business performance reporting.

Technologies: MS SQL, MySQL, SharePoint, Excel (Advanced), Custom BI Tools

- Developed dashboards and diagnostic tools to track product performance, customer usage, and platform uptime across global printer lines
- Partnered with R&D and customer support teams to investigate underperforming metrics and improve customer satisfaction and hardware reliability
- Automated end-to-end data pipelines for weekly executive performance reviews, reducing manual workload and increasing report accuracy
- Led data validation efforts to ensure telemetry accuracy across millions of IoT device records
- Created ad hoc and recurring reports to support product launch reviews, QA diagnostics, and firmware optimization
- Served as analytics liaison between software engineers and business stakeholders, translating operational needs into BI deliverables

Power SEO & Web Analytics Specialist

October 2012 – March 2013

ADP (Cobalt Division), Seattle, WA

Developed and implemented enterprise SEO strategies for top automotive brands (GM, BMW, Audi, Nissan). Focused on keyword optimization, traffic analysis, and competitive benchmarking to improve digital performance.

Technologies: Google Analytics, SEOmoz, Webmaster Tools, Excel, HTML/CSS/JS

- Executed data-driven SEO tactics across 100+ dealership sites, improving organic visibility and site engagement
- Delivered keyword performance reports and on-page optimization recommendations to internal account teams
- Analyzed traffic trends to identify content gaps and conversion opportunities

Website Marketing Manager – Digital & SEO Strategy

October 2008 – September 2012

EBSCO Industries, Hot Springs, AR

Led digital marketing, SEO, and web analytics for NSC International, an eCommerce division of EBSCO. Focused on increasing site traffic, improving product performance, and driving ROI through data-informed strategies.

Technologies: Google Analytics, Adobe SiteCatalyst, SEO Tools, Microsoft Commerce Server, PHP, MySQL

- Managed digital strategy across 1,000+ SKUs, improving search rankings and online conversions
- Built keyword strategies, analyzed web traffic trends, and optimized site architecture for SEO
- Collaborated with vendors to launch new product lines and track category-level performance

EDUCATION

University of Phoenix

Bachelor of Science, Information Technology – Web Development

2011 – 2013

University of Phoenix

Associate of Arts, Information Technology – Web Design

2009 – 2011

CERTIFICATIONS

- Professional Scrum Master II (PSM II) – Scrum.org
- Professional Scrum Master I (PSM I) – Scrum.org
- Academy Accreditation: Generative AI Fundamentals – Databricks
- Data Science Foundations: Data Engineering – LinkedIn Learning
- Agile Project Management – Google (Coursera)
- Google Project Management: Professional Certificate – Google (Coursera)
- IBM & ISC2 Cybersecurity Specialist Specialization – IBM / ISC2