



# TIFFANY PATAFIO

Data ♦ Analytics ♦ Visualization

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📍 New York, NY 10038

*Passionate and driven professional focused on working with enterprise clients to deliver high value, business-focused data and analytics solutions. Proven relationship-building skills and experience working collaboratively with vendors, clients, and team members to address business needs with technical solutions. Quick learner eager to tackle new challenges with innovative data driven techniques.*

## CORE COMPETENCIES:

Data Analytics & Insights | Visualization | Data Management | Business Development | Leadership Training | Team Oversight | Project Management | Enterprise BI | Consumer & Retail | Risk Analytics

## PROFESSIONAL EXPERIENCE:

**PricewaterhouseCoopers** | New York, NY

September 2015- Present

**Director of Advanced Risk & Compliance Analytics** (Jul 2017-Present)

*Design and development of data solutions used by enterprise and government clients to achieve business goals, maintain compliance and mitigate risk using internal and external data.*

- Support clients' business and compliance needs using data analytics, machine learning, and natural language processing
- Assist clients in the evaluation, strategy development and implementation of data analytics capabilities within Internal Audit teams
- Collaborative design and development of dashboards and risk scoring models with clients
- Development and delivery of thought leadership training around building Analytics Acumen within non-technical teams

*Training, mentorship, and day-to-day management of a team of 25 local staff members and supporting teams, onshore and offshore.*

- Introduction of improved planning process and methodology, including development of new reporting for team management
- Led and developed technical and soft skill trainings for over 25 staff members, covering topics such as Data warehousing Basics, Sales, intro to SQL, advanced Tableau, and Data Visualization
- Career coach to 5 junior team members ranging from new hires to manager
- Mentor to staff, with a strong focus on technical and business development skill building
- Development and implementation of offshore strategy for latest solution offering, including training development and collaboration with offshore team members in Kolkata and Argentina

*Building new relationships, managing existing clients, and bringing our latest solution offerings to market.*

- Identification and pursuit of opportunities at new and existing clients, including preparation and presentation at pitch meetings
- Development and presentation of materials for major marketing events, including audiences of 150+ attendees and executives
- Client relationship management and development with major Retail & Consumer and Industrial Product clients, including senior stakeholders
- Pipeline management and opportunity tracking across multiple clients and solution offerings
- Development and implementation of go to market strategy on new solution offering in NY Metro

**Business Intelligence & Analytics Consultant, Account Manager, CPG Sales Lead**

*Managed, designed, and developed client reporting and analytics solutions with a strong focus on sales, marketing, and channel insights.*

- Project management of teams of up to 25 consultants, both on and offshore
- Technical architecture and design of end to end solutions, including design and development of enterprise database and reporting systems as well as client handover and training
- Extensive experience in CPG reporting and analytics design, including sales, marketing, supply chain, and channel reporting
- Specialization in visualization and front end design, including rapid prototyping dashboard design for business analysts to executives

*Led a strong partnership with a top 3 global CPG company as the US Account Manager, including client relationship development/management, expansion of outreach to new business areas, and collaboration with other vendors.*

- Acted as trusted advisor to the client, including strategy support and advice for client team leadership and PMs
- Worked with client contacts, technology partners, and other suppliers in a transformative multi-year enterprise datawarehouse and reporting program
- Drove year over year account growth of 33% (FY14 vs. FY15)
- Oversaw all local project initiation including production of estimates, contracts, securing of resource, and on-going quality monitoring
- Coordination and organization of global account management teams and strategic pursuits
- Relationship management with clients and technology vendor partners
- Organized and hosted learning, marketing and networking events with client

*Developed a sales strategy and managed the go to market strategy for our solution offerings, focused on enterprise clients in the retail and consumer packaged goods space.*

- Sales team strategy creation and execution for CPG industry
- Opportunity tracking and customer management in Salesforce.com
- Initiated, prepared for and presented at Sales Meetings and RFPs, including to senior leadership at major retail and consumer companies

*Supported company initiatives including recruitment, marketing, and operations functions.*

- Assisted in opening of new location in Jersey City market
- Managed and supported vendor relationships, including Microsoft and Tableau
- Internal capability development for new and experienced hires across technologies including SSIS, Qlik, Tableau, and SQL
- Recruitment of top tier talent from local universities
- Organized and hosted marketing events, including in-person workshops and webcasts

**Lafayette College | Easton, PA**

**B.S. Mechanical Engineering**

Minor: Mathematics

**NYU CUSP | Adv. Certificate 2018-19**

**OTHER EXPERIENCE & INTERESTS:**

**UBS | Finance Intern 2009; BMW | Engineering Intern 2009; Lafayette College Formula SAE Senior Design Project | Design and Cost Lead 2009-10; The Rockbrook Consulting Group | Engineering Intern 2008 ; Tableau 9.0 and QlikView 10 Developer Certified; Conversant in Spanish; Psychology buff, especially social & consumer behavior**

**FOCUS TECHNOLOGIES**

<b>EXPERT</b>	Tableau Microsoft Office SQL Server
<b>SKILLED</b>	Teradata Microsoft BI Stack Microsoft Power BI Qlik Technologies Datisift Alteryx SAS Visual Analytics SalesForce.com
<b>BASIC</b>	R Python SharePoint