# BRETT FENE

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## WORK EXPERIENCE:

**Gopuff ($15B Valuation)**, *Analytics Engineer / Category General Manager (report to CEO)*          (Mar. '23 – current)
- Developed data models for North America merchandising team using SQL, Snowflake, DBT, Meltano, LookML (Looker), Python (pandas). Sales of $2bn/annually.
- Developed machine model for minimizing loss of expiry products across US market. Recovered $3.9M annually in sales through use of targeted discounts on near-expiry items.
- As of March 2024, category general manager for west coast non-alc business. Accountable for P&L of $200M/annually. Manage omni assortment, determined through data models working to optimize assortment, consumer demand, optimize route to market, and consumer discounts.

**Felux (Seed / Series A)**, *Sr. Data Analyst / Data Scientist*                                (May '22 – Feb. '23)
- The sole individual responsible for company data efforts at 40 person startup. My role included building out the Snowflake warehouse with infrastructure management using Terraform, implementing Fivetran for turnkey ingestions along with writing scheduled Python jobs for custom data pipelines (deployed in GCP - Functions & VMs), data munging using Python and SQL, GitHub for code management, and ultimate analysis and visualization in Tableau, G-sheets, and HEX (collaborative notebook).
- Provided concrete data stories to expose critical gaps in product-market fit following iterations of exploratory data analysis (EDA). Performed analysis using Python libraries Pandas and Matplotlib. These insights played a significant role in conjunction with our head of product to refine the product value proposition and developer sprint priorities for future product releases.
- Built a low-code / JavaScript-light return on investment (ROI) savings calculator to use in early customer prospecting conversations. This greatly assisted the sales team in making a data-driven pitch to prospects when considering the value of our SaaS offering.
- Built a low-fidelity supplier analytics deliverable MVP to track and visualize potential supplier savings. This analysis was the determining factor in converting a high-target customer from a trial account into a multi-year annual recurring revenue contract.

**Workrise (Series E: a16z, Founders Fund backed)**, *Data Engineer*                    (Apr. '21 – May '22)
- Solely built data pipeline and analytics using Python, REST API, Prefect, SQL, Snowflake, GCP, Github, and Tableau to monitor external worker onboarding progression. Resulted in a material decrease to worker churn during the onboarding experience due to improved visibility.
- Conceptualized and created corporate metrics used to track the build-out of our core technology.
- Built dashboards for worker experience to detect unique user issues utilizing Fullstory session data.
- Myriad ad-hoc reporting using tools like Hex in addition to those mentioned above.

**Ernst & Young (EY)**, *Senior Technology Consultant – Consulting Services*            (Sept. '17 – Apr. '21)
- Executed technology and business process requirements gathering and assessments across the globe, serving time in Southeast Asia, Europe, South America, and North America for a Dow listed multinational.
- Analyzed enterprise IT vulnerabilities leveraging advanced analytics capabilities through tools such as SQL, Python, and Tableau.
- Reduced global direct material cost through fact-based negotiations using cleansheet target costing.
- Experience with IT readiness and implementation, cybersecurity, supply chain, manufacturing, and captive finance.
- Technology implementation business requirement and security assessments for SAP, Coupa, Salesforce, Apptio, Oracle, Snowflake, Tableau, Power BI, network infrastructure, data warehouses, UiPath, and Automation Anywhere.
- Managed FINRA and FinCEN anti-money laundering and anti-terrorism financing remediation activities for a national bank.

**Coupon Cart – Driving brick and mortar sales growth**, *Co-founder & Head of Product*          (July '16 – Aug. '17)
- Received private funding to pursue a prototype that underwent real field testing.
- Founded with a mission to bring targeted and interactive ad campaigns to traditional brick-and-mortar retail grocery.

**Center for Creation of Economic Wealth (McKinsey founded)**, *Interdisciplinary Business Analyst* (Nov. '15 – May '16)
- Assessed strategic paths and built financial models to project revenue for a proposed virtual reality company.
- Recommended use of virtual reality technology to assist students with autism, with the potential to net over $9 million in the first two years following market introduction.

## EDUCATION:

**University of Oklahoma**: Norman, OK                                          (Graduated May '17)
**Major**: Management Information Systems | Entrepreneurship & Venture Management, B.S.
**Honor:** PE-ET Honor Society, selected as a top 10 Senior in the class