

SPENCER S. SIEGEL

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EXECUTIVE SUMMARY

Enterprise data and analytics leader with **10+ years in CPG**, spanning entrepreneurial ventures and senior roles at Procter & Gamble. Recognized among **P&G's top 1% people leaders**, I've advanced from embedding analytics in customer teams to leading North America-wide digital, analytics, and GTM transformation. Known for **blending technical depth with business acumen**, I build scalable data ecosystems and lead teams that turn analytics into measurable business outcomes. Equally effective as a **hands-on builder** and as a **leader** who develops high-performing teams.

Core Strengths: Data & Analytics Leadership • GTM & SalesOps Transformation • Forecasting • Syndicated, Retailer, & Panel Data (Nielsen, IRI, POS) • Organizational Design & Talent Development

PROFESSIONAL EXPERIENCE

PROCTER & GAMBLE (P&G)

Given progressively broader responsibilities in enterprise analytics, DevOps, and GTM transformation — from leading these functions for P&G's 2nd largest retailer team (Target, \$5B annual revenue) to scaling capabilities across North America. Recognized in the **top 1%** of P&G people leaders two consecutive years (*Great Manager of Others* award).

Director, North America Scaled Analytics & Digital Acceleration – Minneapolis, MN (2025–Present)

- Lead efforts to scale digital, analytics, and GTM transformation capabilities across North America; build playbooks, governance, and cross-market adoption roadmaps.

Director, Go-to-Market Transformation & Enablement – Target Sales Team – Minneapolis, MN (2023–2025)

- Created a 7-person SalesOps team to unify promo execution and item management across 12 categories, cutting cycle times 35–50% by streamlining work across 6+ functions.
- Implemented Salesforce for 110+ users, eliminating 400+ siloed trackers; reduced manual reporting by >80% and improved data accuracy to 99%+.
- Launched a **Digital Acceleration speed team** and training program; standardized search/content/media playbooks across 12 categories, lifting retailer search rank **3–5 positions**, product page conversion **4–7%**, and media efficiency **10–15%**.
- Implemented AI/ML tools (Athena & Trade Guru) that improved forecast accuracy (+8–12 pts) and ROI (+2–4% incremental gross margin), enabling **~\$100M** redeployed to higher-return initiatives.
- Centralized item setup and content management in Costa Rica shared services, raising content quality scores and reducing cycle times to improve speed-to-market and retailer compliance.

Director, DevOps & Enterprise Analytics – Target Sales Team – Minneapolis, MN (2021–2023)

- Architected enterprise semantic data models **consolidating 80 reports into 4 certified reports** unifying syndicated, panel, and retailer feeds into a single source of truth; standardized diagnostics across 12 categories, cut time-to-insight from weeks to minutes, and enabled **250K+ annual user sessions** focused on decisions rather than reconciling numbers.
- Built and led an **8-person DevOps org** and **10-person analytics org**, embedding agile and engineering discipline into sales analytics. Established CI/CD pipelines, automated testing, and version-controlled semantic data models; oversaw **375+ weekly orchestration events**, maintained **>99.9% uptime**, and resolved 550+ annual help desk tickets with an average turnaround of 4.5 hours.
- Led the seamless migration from 1010Data to Microsoft Azure with zero downtime or rework; delivered **\$300k in FY23/24 savings** and locked in **\$500k in ongoing annual savings**, while modernizing the ecosystem for

- scalability and advanced analytics. Complemented the migration with a machine learning Test & Control solution that avoided \$1M/year in external vendor costs.
- Designed a 3-tier governance framework aligned with InfoSec/audit standards; adopted by P&G's six largest customer teams (\$50B+ revenue).
- Founded "C6" IT leadership group to align DevOps leaders, prioritizing regional and functional workstreams.

Director, Enterprise Data & Analytics – Target Sales Team – Minneapolis, MN (2020–2021)

- Led analytics and data strategy for a \$5B+ Target business, shaping insights for senior leadership and retailer top-to-tops through forecasting, optimization, predictive analytics, and consumer research.
- Built POS, Nielsen, and panel-based models that improved forecast accuracy, optimized promo/media ROI, and influenced joint business planning with Target.
- Managed and mentored 2 senior analysts and provided dotted-line leadership to growth analysts across all categories, raising capability and consistency of insights delivery.
- Introduced modern storytelling techniques and analytics training across the team, **upskilling 200+ cross-functional partners** and strengthening decision-making enterprise-wide.

Sr. Manager, Growth Analytics & Customer Team Roles – Cincinnati, OH / Minneapolis, MN (2013–2018)

- Expanded P&G's Growth Analyst model from a single role to a dedicated team accountable for sales outcomes.
- Led trade spend transformation, redirecting **\$500M+** toward higher-ROI promotions.
- Built early dashboards integrating POS, panel, omni, and syndicated data, improving visibility for leaders.
- Advanced data-driven decision-making and analytics capability-building across the North America business, laying the groundwork for broader customer analytics adoption.

SDA EVENTS INC (STARTUP)

Chief Executive Officer – New York, NY (2018–2020)

Acquired and scaled a premium event production firm serving Fortune 500 companies and national nonprofits; led full P&L, operations, finance, and client delivery.

- Scaled Growth: Expanded revenue from **\$300K to \$5M annually**; produced 300+ large-scale over 2 years.
- Operational Excellence: Automated back-office systems, creating capacity for rapid client growth.
- Strategic Exit: Executed profitable divestiture of assets/accounts, preserving value through planned wind-down.

TEACH FOR AMERICA

Director of Communication & Technology; Secondary Science Educator – Jacksonville, FL (2010 – 2012)

- Raised science exam pass rates to **82%** (vs. 40% state avg) by designing a skill-based curriculum.
- Helped lift school rating from **"F" to "A" in two years** as part of an academic turnaround team.
- Provided training and IT infrastructure to 800+ educators across 26 sites in partnership with university leadership.

EDUCATION

MBA, Finance & Competitive Strategy – University of Florida – Hough Graduate School of Business

- Beta Gamma Sigma Honor Society (Top 10% of class)

BA, Political Science (cum laude) – American University, Washington, D.C.

TECHNICAL SKILLS

Fluent across enterprise data, cloud, and AI ecosystems; skilled at selecting and scaling platforms to drive transformation.

Enterprise Data Platforms: Microsoft Fabric, Azure, Databricks, Salesforce, Power BI, Tableau, Snowflake

Data & Programming Languages: SQL, Python, Spark, DAX, Power Query

AI & Automation: Applied LLMs (ChatGPT, Claude, Gemini); experience with ML Ops and data governance frameworks