

# NATALIE J KORTUM

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## BRINGING MATH INTO BUSINESS DECISION MAKING

Results-driven analytics manager delivering compelling innovative work where mathematics and business collide providing business decision makers with insightful actionable recommendations.

### CORE COMPETENCIES

Big Data (R/Hadoop/Hive)

Campaign Management

Client/Executive Communication

Marketing Mix Modeling

Marketing Attribution Approaches

Data Driven Decision Making

Advanced Modeling

Cloud Analytics

Business Consulting

Pricing and Promos

Offshore Team Management

Cross-Functional Team Leadership

### PROFESSIONAL PROFILE

**MULTIVIEW, Sr Director of Data Science**

2015-2016

- Served as Big Data and Data Science SME for the launch of Multiview's first ever analytical products: A DMP (Data Management Platform) to perform online targeting of association and advertiser web traffic and a contingent customer portal to display actionable insights for the customers. Multiview supports over 1800 client websites and more than 700M visits/year.
- Served as web analytics SME as Multiview switched from Adobe to PiWik (Open Source) web analytics tool providing greater opportunities for analysis and saving the company more than 30% with expectations that savings would grow.
- Built a favorable partnership with Bombora, a data provider, to integrate their data into the Multiview DMP and Customer Portal.
- Performed customer retention analysis that helped guide a strategic shift in the company to focus on customer retention.

**HUMANA, Director of Enterprise Consumer Analytics**

2013-2015

- Developed Humana's first full MMM (Marketing Mix Modeling) successful implementation which measured impacts of recent brand campaign and identified opportunities for marketing team to optimize spend. Effort included building out data infrastructure, building in Hadoop environment, hiring staff, and evangelizing how results can be actioned in a highly political environment. Project culminated in multiple presentations to multiple C-level executives and in continued funding.
- Provided guidance on utilizing segmentation and targeting members to specific treatment programs with a multitude of internal stakeholders with limited data options on the growing epidemic of diabetes, a strategic initiative of the Chief Innovation Officer.

**DELL**

2007-2013

**Product Specialist for Big Data Modeling Services**

2013

- Designed the Dell Services Big Data roadmap for monitoring Dell servers and alerting on potential failures. Project included creating rule-based alerting based on tribal knowledge gathered from both technicians and customer service representatives and predictive model based alerting on historical data from failed servers/computers, with implementation in Hadoop.

**Global Decision Sciences Manager**

2011-2013

- Led ROI modeling team (15 modelers) with my patented model optimizing all Dell marketing

spend of over \$1.2 Billion per year.

- Consistently providing ground breaking insights in Marketing led to requests from executives to expand approaches into other non-marketing analytics functions including measuring and optimizing Corporate Social Responsibility, Total Quality Management, and Services.
- Presented insights multiple times to multiple C-level executives, on a variety of insights, often leading to an increase in scope and funding. Rewarded by winning prestigious award four out of the last five quarters in the role (three of the awards were the CMO's highest honor).
- Globally managed campaign measurement from setting goal levels to weekly dashboards to final ROI.
- Provided guiding mathematical measurements of Brand Health including dollarizing brand's impact to revenue.
- Represented Dell as an industry expert at multiple conferences including Women in Big Business, INFORMS, eMetrics, Predictive Analytics World, and Data Day Texas.

### **Senior Pricing Consultant**

2007-2011

- Managed pricing of over 47% of Consumer Software & Peripherals portfolio, comprising of the margin rich categories placing me in control of over 16% of all Dell Consumer margin.
- Designed new Pricing Model, increasing the volume and accuracy of data available while pricing - significantly increasing Pricing's capabilities, expanding pricing bandwidth by 367% without increasing resource requirements, and improving model accuracy from 49% to 82% resulting in an award.
- Developed methodology to measure and project seasonality for product lines and business segments resulting in improved forecasting, increased promo planning/pricing accuracy, and improved MDF/Marcom decisions.

### **IBM SURFAID / COREMETRICS, Web Analytics Consultant**

2002-2006

- Led creation of a new professional services offering resulting in a 200% improvement in lead generation.
- Proposed and implemented changes that led SurfAid to increase its consulting business 31% in 2005; increased the number of high value engagements and reduced operational risk.

### **PwC Consulting / IBM, Consultant in Remote Management**

1999-2002

- Coordinated all remote development work on a project, with a team of 47 different programmers over the span of the project (28 developers at the height) in three remote locations.
- Developed multiple programs for SAP clients in various industries.

## **CREDENTIALS**

### **Masters of Business Administration** *Marketing and Financial Consulting*

2006

- Southern Methodist University Dallas, TX.

### **Bachelor of Science in Math with Computer Science Minor**

2000

- Texas A&M University College Station, TX.

## **CERTIFICATIONS**

Cloudera Data Analyst Certification: **Pig, Hive and Impala with Hadoop**

2015

Johns Hopkins University: **R Programming**

2015

## **PATENTS**

Brand Health Measurement Investment Optimization Model (US Patent: 13547322) 2012

Web Analytics Neural Net Modeling Prediction (US Patent: 13925955) 2013