



Ben Bowman

DATA & PRODUCT LEADER

Profile

Strategic and results-driven data leader seeking a **Director, Data & Analytics** role. Skilled in predictive modeling, self-serve analytics, and data pipelines, with a proven track record of delivering measurable outcomes.

Key Projects:

- Developed doxoINSIGHTS, featured in 79+ national publications in 2024.
- Designed a master data strategy, consolidating 250+ datasets into 15 canonical assets, improving data governance, validation, and accessibility.
- Built an Author Compensation Framework at Pluralsight, using predictive modeling to increase author NPS and save \$42M over two years.
- Hired and led a team of 7, supporting content, product, and pricing initiatives.

Employment History

Director of Data & Analytics, Pets Best

2025 — PRESENT

- Lead data-driven decision-making by developing analytical models and performance dashboards to support strategic initiatives.
- Manage a team of data & analytics professionals, driving insights, automation strategies, and AI/ML investments.
- Enhance Smart Pricing capabilities to optimize product options for sales conversion, retention, and economic value.
- Prioritize AI/ML initiatives to improve underwriting, claims processing, and operational efficiency.
- Drive automation and digital transformation, expanding self-service analytics and straight-through claims processing.
- Collaborate with Senior Leadership to shape data strategy, streamline processes, and enhance decision-making.

Principal Product Manager - Data Models & Analytics, doxo, Bellevue

2022 — 2025

- Led development of doxoINSIGHTS, featured in 79+ national publications, collaborating directly with the CEO to define vision and strategic goals.
- Developed and executed a roadmap, consolidating 250+ unmanaged datasets into 15 canonical assets, creating a single source of truth and saving \$67K annually in software costs.
- Designed, built, and maintained 30+ datasets and ETL pipelines using DBT, SQL, Python, Airflow, and Snowflake.
- Reviewed pull requests for dataset modifications, collaborating cross-functionally with engineering teams to enforce documentation, validation and governance standards.

Director of Operations Analytics, Pluralsight, Draper, UT

2021 — 2022

- Hired, mentored, and led a team of 7 analysts and engineers, defining processes and providing strategic support across the content, product and pricing organizations.
- Partnered with Data Science and Product teams to optimize operations, creating a prioritization framework that increased content production by 232%.

Details

Salem, Ohio

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Links

[LinkedIn](#)

[Portfolio](#)

Skills

SQL

Pthon

R

DBT

Snowflake

Tableau

Airflow

Shiny

PowerBI

Immuta

Sigma

Streamlit

Statistics

A/B Testing

Forecasting

Excel

VBA

- Collaborated with VPs to define and track KPIs adopted by 30% of the company, improving customer experience by 16% through transparency.
- Designed A/B testing strategies, increasing user engagement by 9%, reducing churn by 6%, and enabling scalable, data-driven decisions.
- Guided analysts in building self-serve analytics, improving efficiency by 15% and expanding access to actionable insights.

Senior Data Analyst, Pluralsight, Draper, UT

2017 – 2021

- Developed and implemented predictive models for an Author Compensation Framework, saving \$42M over two years and increasing author NPS score by 17%.
- Received a Founder's Grant from CEO Aaron Skonnard for performance that "changed the direction of the company."
- Mentored junior analysts, helping them contribute to advanced statistical and ML projects.
- Applied ML techniques including OLS, GBM, Bayesian Time Series, and NLP to optimize content investments.
- Built dashboards in Tableau and Shiny, delivering insights to senior leadership.
- Collaborated cross-functionally to align content investment with business goals.

Data Scientist, Object Systems International, Layton, UT

2016 – 2017

- Automated statistical analysis using SQL, SQLite, Excel Cubes, Spark, Python, and R, reducing manual work by 75%.
- Analyzed 3M 360 Encompass System usage data for 1,000+ hospitals, boosting product utilization by 12%.
- Built interactive BI tools with Shiny, R Markdown, and Google Charts, reducing ad hoc reporting by 92%.
- Automated client usage reports, streamlining deliverables and cutting turnaround time by 50%.

Proposal Analyst, PRA Health Sciences, South Salt Lake

2014 – 2016

- Automated forecasting models with pivot tables, macros, VBA, and SQL, reducing reporting time by 36 hours and improving accuracy by 15%.
- Standardized revenue reports across four U.S. sites, enhancing data-driven decision-making.
- Led proposal team, securing \$29M+ in revenue and delivering 5–7 high-quality proposals weekly, reducing RFP turnaround by 50%.
- Optimized pricing for 5–10 procedures weekly, ensuring competitiveness and profitability.
- Streamlined accounts receivable, accelerating cash flow by 10% through reconciliation and dispute resolution.

Education

Masters of Science - Economics, University of Utah

3.9 GPA

Bachelor of Science, Brigham Young University - Idaho

Magna Cum Laude - 3.9 GPA