Jeremy D Morris

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Professional Experience

Insights & Innovation Lead | Domo, Inc. | October 2014 – Present

Duties: Interface with internal departments to create product enhancements that best serve our clients and provide additional insights. Design and manage a program to share innovations within the client services department. Work with clients on an as-needed basis to solve problems outside the scope or ability of their assigned project team.

Sr. Business Consultant | Domo, Inc. | June 2013 – October 2014

Duties: Work with clients to maximize value from their marketing, operations and financial data. Help clients determine business objectives and map those objectives to actionable insights from their data. Coordinate with technical staff at Domo to design ETL processes.

Research Director | The Modellers | May 2012 – June 2013

Duties: Communicate with clients to meet business objectives and report results to their audience. Continue leading cross-functional teams through all phases of project execution with a focus on creating new and innovative solutions for clients.

- Managed all aspects of a study that spanned three countries and included hybrid qualitative/quantitative methodology for a Fortune 100 technology company. Handled all purchasing, shipping and maintenance of computing devices across all three countries. Designed and helped create a local web server for collecting data without an internet connection. Traveled to Shanghai as the technical moderator for group sessions. Summarized findings and wrote the final report with the client. The final report informed engineering and product decisions across the organization. The client created a program to provide regular insights for their engineers based on the success of this project.

Senior Research Manager | The Modellers | November 2011 – May 2012

Duties: Led cross-functional teams including methodologists, senior-level strategists, software developers and analysts through all phases of project execution to answer business objectives and make strategic recommendations.

- Streamlined internal processes for market segmentation across two departments.
- Managed the creation of a market segmentation for the mortgage department of a financial institution. Interfaced with the client so that segments could be integrated with their database.

Team Leader & Senior Analyst | The Modellers | January 2011 – November 2011

Duties: Recruited, trained and managed a team of two analysts, continued working on analytic projects.

- Created SAS macros to perform data fusion or cross segmentation. Cross segmentation is a process that modifies segment assignments so there is a better fit with the client's database. The end result is an algorithm that types database records based only on values present in the database and increases model fit, often by 100% or more.

Statistical Analyst | The Modellers | May 2007 – January 2011

Duties: Provided analytic support to internal and external clients. Results used to answer business objectives and formulate business strategies. Methods used focused on discrete choice modeling and market segmentation but also included key drivers models, structural equation modeling and statistical inference.

- Created, maintained and documented a library of SAS macros. These macros ranged from simple data manipulation routines to complex sets of analyses. One series streamlines the segmentation process so

that analysts can feed in a set of variables and generate dozens of solutions at once. These macros allow analysts to focus on generating valuable insights instead of spending time manipulating data and checking errors. Macro documentation also allows analysts to learn how to use the macros with a minimum of time spent in training.

- Together with the Senior Vice President of Software Development, designed and programmed a custom discrete choice modeling software solution. This software replaced a very old piece of code we used and allows the analyst to easily input model specifications and provides easy to read diagnostics.
- Worked on a large and complex market segmentation for an international beverage company. Segment solutions spanned nine countries and three types of segment solutions as well as the creation of a global "rolled up" solution. Through the creation of custom macros that efficiently processed the data, solutions were created quickly and with a minimum of errors. The end-client still uses this segmentation solution for product development and communication.
- Created discrete choice models for a Fortune 50 vender of computer server solutions. Models were created across 19 server configuration types. Custom SAS macros managed the process of defining models, managing the estimation of models using external software and collating model results once estimation finished. Presented the custom simulator in an onsite meeting with client. Results were used to forecast changes in the client's portfolio and were also presented in a webinar given by our strategic partner and the end-client.

Education

MBA – University of Utah | August 2012 | GPA 3.3
- Evening program

Master of Statistics – University of Utah | May 2007 | GPA 3.9
- Master's Project: "An Analysis of Credits to Graduation at the University of Utah"
- Primary instructor for an undergraduate statistics course (50+ students)

B.S. Mathematics, Minor in Computer Science – University of Utah| May 2005 | GPA 3.78
- Dean's list for several semesters
- Winner of an NSF grant. Created a neural network of students based on course schedules. All work done using Perl, MySQL and C++.

Skills

Statistical Methods
- Discrete choice / max diff (modeling of consumer choice)
- Market segmentation (cluster analysis)
- Linear Regression
- Logistic Regression
- Statistical inference

Business Coursework
- Operations management
- Basic accounting
- Corporate finance
- Business communication
- Corporate Strategy

Computing Skills
- Advanced: SAS, R, Microsoft Excel
- Intermediate: SQL, Microsoft Word, Microsoft PowerPoint
- Basic: Perl, Python, C++, C#