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SUMMARY

Analytics and data leader with 12+ years building D&A organizations at consumer subscription, SaaS, and enterprise software companies. Specializes in transforming analytics teams from reporting functions into strategic partners through org design, experimentation, governance, self-serve BI products, and AI-native workflows. Track record of standing up functions from scratch, embedding data into executive decision-making, and scaling teams that operate at speed without sacrificing rigor.

EXPERIENCE

Domo | American Fork, UT *Manager, Analytics* | 2025 – Present

- Built and led the marketing analytics team, establishing end-to-end ownership of marketing data, trial analytics, and attribution.
- Implemented medallion architecture across data teams to standardize data quality and reduce engineering thrash.
- Ran analytics for Gated Free Trial launch, delivering a statistically significant 2.9% MQL-to-SAL lift, tripling conversion rate from 1.1% to 4.1%.
- Built a Claude Code-powered Google Ads budget tracker using Domo's MCP and API; AI-generated recommendations kept spend on pace across 3 regions, avoiding \$10K in June overage while maintaining cost-per-lead targets.
- Automated Domopalooza conference pass distribution for 910 attendees via Salesforce triggers, eliminating an estimated \$10K in manual labor cost.
- Built GA4 traffic and conversion datasets with automated bot filtering and threshold alerting for domo.com.

Thrive Market | Remote *Manager, Data Analytics* | 2024 – 2025

- Launched Brand Insights, a self-serve analytics platform giving brand partners direct access to campaign performance data, designed as a future revenue stream tied to campaign funding incentives.
- Directed EDW 2.0, rearchitecting the enterprise data warehouse to reduce latency and improve reliability across analytics domains.
- Owned LTV reporting and marketing analytics delivery through Black Friday, maintaining alignment and business readiness under compressed timelines.
- Standardized Domo data governance by asset certification, workflow documentation, and best practices all while improving data trust and audit-readiness at scale.
- Partnered with Data Engineering to align on scope, metrics, and execution, elevating cross-team accountability and throughput.

Asana | San Francisco, CA *Manager, Enterprise Data & Intelligence* | 2022 – 2024

- Achieved 80% improvement in data accuracy and delivery speed by designing scalable SDLC processes across end-to-end pipeline development.
- Eliminated ~5,000 hours of annual prospecting effort through data-driven lead and outreach insights for sales teams.
- Reorganized data teams into integrated value-add pillars, leading change management across analytics and engineering.

- Architected data warehouse strategy across Snowflake, Tableau, and Amazon S3, selecting and implementing technologies for enhanced analytics capabilities.
- Led cross-functional team of data and integrations engineers across Snowflake, Tableau, Python, and Snaplogic.
- Developed team through 70/20/10 framework and collaborative career pathing.

Fluke Corporation | Seattle, WA *Director, Marketing Data & Analytics* | 2019 – 2022

- Founded Fluke's first analytics department; established the Analytics Alliance to democratize data and enforce governance across all business units.
- Led Agile Marketing transformation for ~100 marketing team members; concurrently procured and onboarded Asana as the org's project management platform.
- Directed multi-year BI modernization onto Azure Cloud and Azure Analysis Services, standardizing on Power BI as the enterprise analytics tool.
- Built and maintained sales and marketing dashboards covering lead gen, e-commerce, and site performance for dozens of internal stakeholders.

Overstock.com | Salt Lake City, UT *Manager, BI Development < Senior BI Developer < BI Developer* | 2014 – 2019

- Introduced Scrum/Agile methodology to the BI org; adopted company-wide as the standard development approach.
- Supported a \$4M+ annual revenue initiative by deploying automated internal performance dashboards reviewed daily by leadership.
- Launched Marketing Campaign Performance dashboard adopted across multiple departments for daily campaign tracking.
- Automated KPI threshold alerts (email + dashboard), enabling proactive performance monitoring for key business initiatives.

SKILLS

Data & Analytics: SQL, Snowflake, Domo, Tableau, Power BI, Looker, GA4, MicroStrategy

AI & Automation: AI-native workflows, LLM-assisted analysis, automated reporting, Python, Claude, Gemini, GPT

Cloud & Infrastructure: AWS S3, Azure Cloud, Azure Analysis Services, Snaplogic (ETL/ELT), BigQuery

Product & Strategy: Self-serve BI, LTV modeling, marketing attribution, data governance, experimentation, EDW/medallion architecture

Leadership: Analytics org building, Agile/Scrum, cross-functional alignment, executive communication, team development (70/20/10)

EDUCATION

University of Utah, David Eccles School of Business

B.S., Information Systems | Major GPA: 3.6, Dean's List | 2014