MICHAEL PLUNKETT

DIRECTOR OF ANALYTICS · AI-NATIVE DATA LEADER

★ BOARD-RECOGNIZED
AI Transformation · Feb 2026

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10+	**14**	**3**	**110**
Years in Analytics	AI Milestones Delivered	MCP Servers Built	Days to AI Platform

AI & AGENTIC TOOLS

Claude AI   Claude Code   Cowork
MCP Servers   Gemini   Dataplex AI   Replit

ANALYTICS & DATA

BigQuery   GA4   Snowflake   Google Tag Mgr
Looker Studio   Adobe Analytics   GA360
Tableau   AppsFlyer

ENGINEERING & CLOUD

SQL   Python   GCP   Firebase
GCP Composer   SFTP/PGP Automation
ETL Pipelines   Sailthru API

MARKETING TECH

Marketo   Salesforce   Google Ads   SEO / SEM
ASO   Paid Media   Email Analytics

LEADERSHIP

Team Building   Executive Reporting   Board Prep
Roadmapping   Stakeholder Mgmt   Mentoring

EDUCATION

BBA, Advertising & Promotions
Western Michigan University

CERTIFICATIONS

- Google Analytics (GAIQ)
- Google Tag Manager
- DePaul CIMA Interactive Mktg
- Python for Data Science

PROFESSIONAL SUMMARY

Analytics leader with 10+ years evolving alongside the field itself — from GA360 and Tableau reporting, through BigQuery data lake architecture and Snowflake warehousing, to building production MCP servers that connect Claude AI directly to live data. Currently Director of Analytics at Shop Your Way (Transformco), where I built a team and infrastructure recognized in a February 2026 Board of Directors presentation: 14 AI and data milestones delivered in 110 days. I use Claude Code and Cowork as daily workflow tools, design data infrastructure for AI consumption, and have led analytics for two simultaneous major platform transformations — a full site redesign and a credit card issuer migration — without a measurement gap.

EXPERIENCE

Director of Analytics
Jun 2021 – Present
Shop Your Way | Transformco — Chicago, IL (Remote)

- Built the SYW Analytics practice from scratch — founding the operating model, hiring and developing a team of 4 specialists, and evolving the function from GA4 migration and BigQuery setup to a fully AI-native analytics platform in 3.5 years.
- Designed and deployed 3 production MCP (Model Context Protocol) servers connecting Claude AI to live BigQuery and Snowflake — enabling natural-language querying of production data; transformation recognized in a Feb 2026 Board of Directors update (14 milestones, 110 days).
- Led analytics for two simultaneous major platform transformations: complete SYW.com redesign (Lovable.ai + Builder.io architecture) and the LCCAAS 5321 Visa card migration from Citi to a new issuer — maintaining full measurement continuity across both.
- Built LCCAAS card acquisition funnel analytics, cohort segmentation for winback/ECM/spend-threshold targeting, and zero-touch PGP/SFTP automation replacing a fully manual delivery process.
- Established Sears Home Services (AHM) as the analytics team's first strategic partner — building weekly Salesforce-to-BigQuery pipelines, Snowflake MCP integration, and dataset strategy for a predictive Member Engagement Score model.
- Designed propensity models identifying high-value members, driving double-digit improvements in retention, win-back, and acquisition across 7M+ active members.
- Identified critical fraud vulnerability in 5321 card application endpoint accepting submissions without a SYW Loyalty ID — documented with query analysis and escalated to leadership.

Vice President, Digital Marketing Manager
Mar 2019 – May 2021
Northern Trust — Chicago, IL

- Developed KPIs and data-driven insights supporting marketing and asset management strategy at a global financial institution.
- Automated data reporting pipelines improving business unit visibility; led cross-functional Tableau standardization initiative.

Director, Strategy & Analytics
Apr 2018 – Jan 2019
Merge World — Chicago, IL

- Built Snowflake data warehouse from scratch; doubled analytics team in 6 months; delivered insights supporting a $22M national media buy for Marco's Pizza.

Director, Analytics
Aug 2017 – Apr 2018
Leo Burnett Group — Chicago, IL

- Led analytics team delivering SEO, media, and creative insights for major brand accounts; built automated campaign measurement models.

Manager, Analytics
Aug 2014 – Aug 2017
Legacy.com — Naperville, IL

- Led GA360 migration across 1,400 affiliate publisher sites; launched Tableau Server; drove 2x increase in eCommerce flower sales through A/B testing and conversion optimization.