

Daniel C.

Sr. Director of Business Intelligence

Los Angeles, CA, United States | [LinkedIn](#)

BI and data strategy leader with 17+ years in analytics and 9+ years building BI teams in ad-tech and media. Known for post-acquisition data integration, platform consolidation, and governed self-service analytics.

EXPERIENCE

Sr. Director of Business Intelligence
Infillion

Mar 2022 — May 2024
Los Angeles, CA

Built and staffed the BI team and set up an SLA-based intake model for stakeholder demand. Automated a multi-department invoicing process, cutting turnaround from three weeks to one day. Launched an enterprise self-service BI platform with governed definitions and access controls, reducing manual reporting workload by about 70%.

Director of Business Intelligence
true[X] media

Nov 2016 — Mar 2022
West Los Angeles

Helped establish the BI function with the CTO and Product leadership, defining the data strategy and measurement framework for a growing ad-tech organization. Launched a real-time Tableau reporting environment used by 155 employees, replacing about 20 recurring reports. Redesigned ad-production workflows, raising throughput tenfold from five to 50 ads per minute.

Ad Operations and Reporting Analyst
SocialVibe Inc.

Nov 2008 — Nov 2016
Los Angeles, CA

Managed delivery for more than 500 ad campaigns. Cut operating costs 5% year over year through publisher optimization and fewer bot-driven make-goods. Defined engagement KPIs for campaign performance and publisher traffic quality.

EDUCATION

UCLA
Bachelor of Arts - BA in Philosophy

Jun 2006

CERTIFICATIONS

Salesforce Certified Tableau Data Analyst, Salesforce

SKILLS

Artificial Intelligence (AI) · Data Strategies · Data Governance · Business Intelligence (BI) · SQL · Tableau · Agentic AI Development · Amazon Web Services (AWS) · Google BigQuery · Data Visualization · Reporting & Analysis · Operational Efficiency · Business Strategy · Project Management · Key Performance Indicators · Critical Thinking · Attention to Detail · Analytics · Business Analysis · Root Cause Analysis · Social Media Marketing · Online Advertising · Amazon Athena · Cross-functional Collaborations · Start-ups · Campaign Management · Internet Research · Advertising · Social Media · Charities · redshift · Data Analysis · Business Requirements · PostgreSQL · Microsoft Office · Microsoft Excel · mysql · Blockchain · Amazon Redshift · Start-up Operations · User Behavior · DoubleClick · Viewability · brand safety · IVT · user behavior analytics · data reconciliation · StarRocks · Trino · Google Cloud · Python · Airflow · Cloud Composer · Databricks · Salesforce · NetSuite · Jira · Confluence · CM360 · Flashtalking · Innovid · DoubleVerify · IAS · MediaMath · Claude Code · Gemini · GitHub · MCP · Salesforce Certified Tableau Data Analyst