

GEORGE H. EARL III

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DATA, ANALYTICS, & AI EXECUTIVE & TEAM BUILDER

Extensive experience across numerous industries including FinTech, FinServ, LeadGen, B2B Sales, BioTech and eCommerce leading advanced technology, decision science, and deep analytic teams to create data-driven products and strategic support functions. Core competencies include:

- Delivering measurable and impactful returns on technology and analytic investments
- Leveraging predictive analytics, forecasting, and advanced simulations to unlock growth and profitability
- Developing strong global analytic teams that are effective, innovative, and reliable
- Transforming infrastructure and organizations through compelling vision and tested strategy
- Leveraging strong consulting and deep educational background to empower clients
- Maintaining hands-on familiarity with numerous technologies and solutions
- Known for creating an engaging and motivational culture of personal excellence among his teams and peers

PROFESSIONAL EXPERIENCE

REVANCE THERAPEUTICS.

Nashville, TN

2022 – 2024

Revance created a longer lasting competitor to Botox, is the exclusive seller of RHA in North America, and also provides Financial Services to practices via their OPUL payment platform.

Vice President, Data-Decisioning - Revance

Planned, built, and led a Data & Analytics function from the ground up, which developed industry leading innovations and insights for the Cash Aesthetics market, and empowered a data-driven transformation within an industry that historically lags.

- Replatformed the company's data, built Data Governance & Stewardship practices, implemented a CDP, and pioneered Data Mesh architecture at fractional speeds and investment.
- Pioneered an innovative approach to market insights via agile Data Science, data enrichment, and leveraged AI which drove \$2.5M in incremental sales in the first 6 months. The project delivered 2X ROI in year one.
- Launched a team of 20 in just over 9 months, including global operations in South America. This team covered analytics, data science, business intelligence, data engineering, and data product development.

CONSUMER AFFAIRS.

Tulsa, OK

2019 – 2022

Consumer Affairs is a Life Events company that focuses on reviews and lead generation for major purchases.

Vice President, Data & Analytics - Consumer Affairs

Developed the data and analytic infrastructure of the company creating end-to-end attribution and full data monetization. Re-platformed all major data systems and business intelligence platforms while lowering overall budgets, enhancing profitability, and massively expanding operating profit.

- Grew monthly revenue 7x while increasing margin by 5x through data modeling, attribution and innovative growth strategies. Annual increase achieved in back-to-back years despite Covid.
- Completed build outs of Data Engineering, Data Science, and Business Intelligence including the development of new teams in the US and South America, with zero down time and a 20% cost savings.

CORSAIR'S VENTURES.

Baltimore, MD

2017 – 2021

Corsair's Ventures pioneered the integration of C-level experience, professional development, and disciplined learning for those businesses and practitioners looking to build their capabilities in analytics and data science.

Founder & CEO – Corsair's Ventures

Founded a company that provides analytic training and support to a growing list of global clients. Created innovative new curriculum, state certified standards, and novel new products for Fortune 500s and start-ups in Data Science & Analytics.

- Successfully led the launch of this new company overseeing all aspects from website development to articles of incorporation, completing an initial seed round, and attracting a following of 100K subscribers.

- Developed \$250K in annualized revenue for analytic services, trained dozens of students in analytics - helping them to secure permanent employment, and architected numerous partnerships
- As an advisor, fractional CDO, CAO, & COO – assisted numerous companies helping them raise over \$500 million in investment, from Seed to Series C.

PAYPAL San Jose, CA **2005 – 2017**
 PayPal is a leading technology platform company that enables digital and mobile payments on behalf of consumers and merchants worldwide. PayPal acquired the Bill Me Later company in 2008 (now PayPal Credit).

VP, Data Transformation and Global Business Intelligence – PayPal (15 – 17)
 Led PayPal's multi-year centralized Business Intelligence & Data Improvement program. Created a comprehensive, centralized, and certified repository for the company's reporting and executive MIS.

- Transformed PayPal's decaying data repositories and antiquated business intelligence solutions creating the company's first centralized repository with certification and search technology saving \$10M in licensing and infrastructure costs and reducing need for incremental headcount (projected 5 year save of \$100M).
- Created and implemented a complete business intelligence strategy that included numerous technologies and enabled distributed solutions development while improving quality standards.

Sr Director, Decision Science – eBay / PayPal (08 – 15)
 Developed best in class decision support strategies across all PayPal. Directed staff of seventy responsible for a wide array of analytic support.

- Implemented thorough test and control practices throughout our new infrastructure, allowing accurate measurement of program results for the first time in PayPal history.
- Created targeted segmentation to identify key areas of opportunity and facilitate the integration of credit across the company, driving repeated 40% y/y growth through nearly a decade.
- Led platform optimization, business development, and credit support efforts which consistently delivered multi-million dollar annual returns, totaling nearly \$0.25B over that timeframe.

Vice President, Business Planning and Analysis - Bill Me Later (05 – 08)
 Created and managed all analytic functions for this pre-IPO company that was purchased for \$1B. Supported all business areas including Marketing, Sales, Finance, Business Development, Operation, and Customer Service. Evaluated new partners, technologies, and programs.

- Generated over \$100M in incremental revenue through innovative pricing strategies and fee structures.
- Developed presentations and key metrics to land hundreds of new business partners and key merchants.
- Doubled (2x) customer NPV through segmentation and analysis, optimizing the usage of incentive programs, product development, new channels, and presentment buys.

ADVANTA BANK CORP Springhouse, PA **2000 – 2005**
Vice President Of Analytics, Business Intelligence, and Decision Support Systems

PRESCIENT SYSTEMS, INC., West Chester, PA **2000**
Business Rules Lead and Head of Forecasting

FLEET CREDIT CARD SERVICES, Horsham, PA **1998 – 2000**
Senior Manager, Risk Management and Analysis

AERIAL DATA REDUCTIONS, INC. (Now BAE Systems), Pennsauken, NJ **1997 – 1998**
Photogrammetrist

CHARLES JONES, INC., West Trenton, NJ **1996 – 1997**
Geographic Researcher / GIS Administrator

EDUCATION

Graduate Coursework, Cardean University, Chicago, IL, 2002
 BS, Earth Science, Pennsylvania State University, University Park, PA, 1994