

TROY NUNEZ, MBA

Santa Rosa, CA · (925) 381-9704 · troy.nunez@me.com · linkedin.com/in/troynunez · troy-nunez.com

PROFESSIONAL SUMMARY

A business partner who translates strategy into data ecosystems that produce trusted, decision-ready signals.

Data & Analytics leader with 10+ years designing and building analytics ecosystems: the integrated work of translating business strategy into the tech stack, data architecture, and analytical frameworks that drive decisions. I stand up analytics functions from early stage to maturity, establish quality and governance standards, and partner with Product, Engineering, and GTM stakeholders to turn raw data into the metrics that move the business. Hands-on technical depth in SQL and Python paired with strategic vision for analytics infrastructure. Passionate about applying this discipline to the foundational work of making AI trustworthy.

CORE COMPETENCIES

Analytics Ecosystem Design · Analytics Engineering · Data Strategy & Roadmapping · Metrics Definition & Reporting Infrastructure · Data Modeling & Architecture · A/B Testing & Causal Inference · Machine Learning · Data Quality & Governance Standards · Scaling Analytics Functions · Cross-Functional Partnership · Technical Leadership & Team Development

TECHNICAL SKILLS

Languages & Frameworks: Python, SQL, PySpark, scikit-learn, statsmodels
Platforms: Databricks, Tableau, Power BI
Methods: Dimensional modeling, medallion architecture, A/B testing & experimentation, causal inference, statistical modeling, machine learning, forecasting, deep learning

PROFESSIONAL EXPERIENCE

BioMarin Pharmaceutical Inc.

Associate Director, Data Scientist - Data Governance & Advanced Analytics **PROMOTED**

Apr 2025 - Present

Lead enterprise data governance and advanced analytics, embedding a data-driven culture across the organization.

- Lead the design and implementation of an enterprise data and analytics ecosystem on Databricks, integrating strategy, modern lakehouse architecture, and analytical frameworks to surface actionable signals at scale across the business
- Architected and lead the enterprise data governance framework on Databricks, defining data standards across the organization's data domains and partnering with IT and Enterprise Architecture to design and deliver the technical implementation
- Drive strategic decisions on data procurement, integration, and use across functions to establish a single source of truth and enable end-to-end reporting
- Design advanced analytical frameworks for A/B testing and causal inference that support scalable AI/ML use cases and the long-term optimization of brand and campaign tactics
- Partner with the Digital organization (CRM, marketing technology, marketing mix) to define system output requirements ensuring consistent, objective end-to-end reporting
- Developed training materials, data dictionaries, and documentation to raise data literacy and foster evidence-based decision-making across the organization

Senior Manager, Global Commercial Reporting & Analytics

Nov 2022 - Apr 2025

Built the global commercial reporting and analytics ecosystem from the ground up as an individual contributor, translating sales and marketing goals into the data infrastructure and reporting workflows that drive decisions across the brand portfolio.

- Designed and stood up a global commercial reporting and analytics ecosystem, partnering across marketing, sales, operations, and IT to translate business strategy into the data architecture, taxonomies, and KPI framework required to scale reporting across the brand portfolio
- Mapped strategic initiatives to campaign objectives, data sources, and measurable KPIs to ensure consistent reporting across the portfolio
- Built and maintained executive-facing reporting assets that consolidated commercial performance across regions and brands
- Built marketing mix models to isolate channel contribution and optimize spend, modeling adstock/decay and saturation curves to quantify diminishing returns and inform investment decisions
- Drove cross-functional alignment across analytics, IT, and Digital to ensure data integrity and adherence to enterprise reporting standards, synthesizing analyses into strategic recommendations for brand and campaign tactics

Keysight Technologies

Santa Rosa, CA

Data Scientist - Remarketing Solutions Division

Aug 2018 - Nov 2022

Created and led the Data Science and standardized reporting infrastructure for the Remarketing Solutions Division, applying supervised and unsupervised machine learning to complex business problems.

- Designed and built the division's Data Science and reporting ecosystem from the ground up, translating divisional sales and marketing strategy into the data infrastructure, machine learning capabilities, and reporting tools that drove decisions across the business
- Transitioned the division to a cloud-based data warehouse and Tableau online reporting environment, establishing the platform foundation for downstream analytics
- Recruited and trained key internal partners to build an end-to-end Data Science pipeline, standing up the people and process layer of the ecosystem
- Built and maintained dashboards that became the division's primary reporting and decision-making tools
- Generated quote-conversion forecasts with machine learning models, improving accuracy by 30%
- Developed customer-segmentation models to identify high-probability trade-in conversions, driving campaign adoption and reduced cycle time
- Built a web-scraping tool to compile a database of internal and competitive products across third-party platforms

Enphase Energy, Inc.

Petaluma, CA

Senior Global Business Analyst PROMOTED

Jun 2017 - Aug 2018

- Built and maintained market forecasts and models for regional and global analysis efforts
- Presented modeling and data-analysis recommendations to executive leadership on how to accomplish company objectives
- Calculated and reported official geo-specific market-share data for internal and external stakeholders
- Provided market and competitive-landscape analysis to drive company footprint and market strategy

Sales Operations Analyst

Jun 2016 - Jun 2017

- Designed and developed a regression model that improved internal financial forecasting variance from approximately 20% to under 5%
- Developed an internal data engine that consolidated disparate sources into a single global forecast
- Generated forecasting models that supported delivery of quarterly earnings releases and calls

EDUCATION

Master of Business Administration - Data Science Focused - Sonoma State University

2014

Bachelor of Science, Kinesiology - Sacramento State University

2007