

# JOLEEN WROTEN



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@JoleenWroten

## - INSIGHTS & ANALYTICS PROFESSIONAL -

with experience and expertise in:

Operational Metrics & KPIs  
Market Thought Leadership  
Tableau

Big Data & Databases  
Syndicated Retail Data  
SQL

*Dynamic, innovative, passionate data enthusiast* with a track record for delivering results and leading cross-functional project teams in creating streamlined data solutions, refined work streams and user experiences.

## EXPERIENCE WITH AN ARRAY OF TOOLS , SYSTEMS & TECHNOLOGY

Tableau  
SQL  
Microsoft Business Objects

JIRA  
Datameer  
Amazon Redshift

## EDUCATION

University of Wisconsin – Bachelor of Arts, May 2001; Organizational Communications

## PROFESSIONAL EXPERIENCE

**Senior Business Analyst** ▪ Thomson Reuters/FindLaw, Eagan, MN

Aug 2018 - Current

- Mining and assembly of operational data in support of the creation of insightful performance reporting, specifically FindLaw's delivery of online marketing portfolios within the new CDE initiative
- Contribute as a subject matter expert in the use, assembly and governance of Wrike data

**Senior Business Analyst** ▪ MJ Marketing, Minneapolis, MN

June 2017 - Aug 2018

- Supporting clients in partnerships with major retailers like Target and Supervalu with new product launches, major reset conversions, and developing pricing and promotional strategies
- Design engaging and insightful sales performance across all clients as well as developing inventory analysis and other ad hoc reports for clients across numerous product categories

**Senior Retail Strategist** ▪ 360pi, Ottawa, ON

Aug 2014 - June 2017

- Drive the direction and growth of 360pi's big-data business through understanding retailer and brand challenges and developing compelling visualizations and insight solutions
- Act as the "retail perspective" in the development and launch of product enhancements, company innovation and market awareness
- Create consultative content and direction for clients, partners and internal staff to increase consumption and value of 360pi product and pricing intelligence on an ongoing basis

**Senior Analyst** ▪ IRI, Camp Hill, PA

March 2014 – Aug 2014

- Advise clients with actionable and fact-based data/recommendations to address any gaps and/or opportunities and create value for the client
- Regularly and proactively communicate with the client-facing teams, including soliciting feedback to continually improving the relationship
- Track and organize multiple work streams, managing time and resources against changing priorities

**Senior Analyst; Pricing Strategy** ▪ Best Buy Minneapolis, MN

Sept 2012 – March 2014

- Identify, define, measure, analyze & convey competitive insights within an ambiguous environment
- Launched several process improvements; process mapping, training materials, and data/ analytical requirements
- Identification and launch of numerous dynamic reporting and score carding efforts; including price matching, category role/intent dash boarding, inventory, etc.

**Senior Analyst; Vendor Strategy** ▪ Supervalu Eden Prairie, MN

Feb 2011 – Sept 2012

- Building data mining solutions, predictive performance modelers, and other strategic solutions in business transformation efforts
- Developed tools and reporting for internal stakeholders, including dynamic reporting functionality

## Joleen Wroten - Retail & Analytics Professional

*Associate Director of Quality Improvement* ▪ Goodwill/Easter Seals ▪ St. Paul, MN Dec 2005 – Sept 2010

- Operational support and performance analysis; including identification of performance metrics and benchmarking
- New process creation and roll-out; including development of eight training modules
- Identify significant business risks, propose cost saving opportunities that in turn enhance revenue and improve profit
- Evaluate, design and implement recommendations for improving effective processes, policies, workflows, and procedures throughout the organization (through the use of LEAN Six Sigma methodology)

*Buyer and Merchandiser* ▪ La-Z-Boy Furniture Galleries ▪ Odenton, MD & Fredericksburg, VA April 2003 – July 2005

- Selection and purchase of home accent items for 16 gallery locations
- Maintained tracking and analysis of open-to-buy ratios, dollars per square foot and other performance metrics
- In store merchandising and training with sales staff
- Increased profit margins on rugs by 25%
- Partnered with vendors to ensure fiscal constraints and inventory levels were appropriately maintained

### PERSONAL REFERENCES

Jennifer Markey; previous VP of Marketing & manager at 360pi - [markey.murray@sympatico.ca](mailto:markey.murray@sympatico.ca)

Rahul Gupta; previous coworker at IRI - [ratpug@gmail.com](mailto:ratpug@gmail.com)

Becky Warden; previous colleague at SuperValu - [beckychell@yahoo.com](mailto:beckychell@yahoo.com)

### ASSOCIATIONS

*President & Secretary* ▪ Riverview Parent Teacher Partnership ▪ 2018-2020

*Vice President* ▪ Empire River Preserve Association ▪ 2010-2013

Board of Directors ▪ Minnesota Retailers Association (MnRA) ▪ 2008-2010

*Member* ▪ Minnesota Council for Quality ▪ 2009-2010