

ANTHONY F. BRANDA

Addendum to Resume

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PROFESSIONAL AND TECHNICAL CREDENTIALS

Certifications

- Citibank, "Power of One" Training, 2014
- Citibank, Leadership Training, 2013
- Wells Fargo, Six Sigma – Champion and Green Belt Certified, 2005
- MBNA/American Express, Management and Diversity Training Programs
- Coursera Executive Data Science Certificate, 2016

Publications/Interviews:

- Marketing Analytics Orientation: paper accepted at Marketing Edge Academic Conference, 2016
- "The Big Analytics Book": Coauthor. Published by Analytics Week, 2016
- Endorsed the Practitioner book "Big Data, Big Analytics" by Mike Minnelli Back cover, 2013
- "Customer Intelligence Needs a New Breed of Marketing Scientist" by Srividya Sridharan, 2012
- MIT Sloan Mgt. Review/CIO Magazine Interview – "Does Your IT Help Meet Customers Where They Are?" – 10/2010
- Acknowledged as a leader and contributor to Tom Davenport's book "Analytics at Work.", 2010
- National Conference Database Marketing, Planning Board Member and Conference Speaker, 2008-2009

Industry Leadership/Keynote Presentations/Awards

- BAI Global Banking Summit, **Summit Leader and Keynote** Retail Delivery Technology, 2014
- DMCNY, Luncheon - "The New Analytics: Sense or Nonsense?", **Moderator**, 2014
- Google, Big Data Event Building a Data-Driven Culture, Panelist, 2013
- IBM, Watson Data Innovation Lab on Customer Intelligence, **Featured Presenter**, 2012
- NCDM/DMA, "Get a Better View on the Shoulders of Giants" Panelist, 2010
- NCDM/DMA, "6 Tips for Getting Mobile Marketing Right", Panelist, 2009
- Source Media, Marketing Executives Conference, Presenter on Customer Value Measurement, 2008
- Citibank, "Partner of the Year" - Collaboration award, Granted by the Global Chief Analytics Officer, 2014

Technical Training

- Web and **Digital Analytics** Tools: Adobe Analytics, Omniture, Google Analytics, IBM Core Metrics
- **Social Media** Tools: **Hootsuite**, Radiant 6, Clarabridge
- **Big Data Tools and Platforms**: **R**, **Hadoop**, Map Reduce, Apache Hive, **Python**, Teradata Aster
- **Enterprise Marketing Automation**: IBM and Adobe Marketing Clouds', Unica and SAS EMM, Aprimo
- **CRM**: Microsoft Dynamics, Salesforce.com
- Self Service Query and Drill Down Tools: Cognos, Qlik, Business Objects
- Data Visualization Tools: SAS JMP, Tableau
- Optimization Modeling Tools: Mat lab, Experian Market Switch
- SAS: Base Programming and Eminer, SAS Olap, SAS Optimization
- SAS: Enterprise Marketing Automation
- SPSS: Advanced Expertise.
- SPSS: AMOS

- Data-warehousing and Relational Databases/SQL: Oracle, Teradata, Microsoft and more.
- ETL tools: Informatica, Ab Initio, DataStage
- GIS Tools: Mapinfo, Google Maps