



ANASTASIA EGOROVA

DATA & ANALYTICS LEADER
ENTREPRENEUR | DATA STORYTELLER

ACADEMIC AND ADVISORY ROLES

Adjunct Professor of Data
Science & Operations,
USC Marshall Graduate
School of Business,
October 2025

USC MS Business Analytics
Advisory Board

CA CDAO Community

PERSONAL SKILLS

Creative
Driven
Strategic
Analytical
Collaborative
Effective communicator
Entrepreneurial
Problem solver

CONTACT

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E: akamachee@gmail.com

SOCIAL



linkedin.com/in/
egorova

PROFILE

- Experienced business leader, analytics and data professional
- Skilled in building and developing agile high-performing teams
- Hands-on experience deploying data strategy, data governance and compliance, statistical and analytical methods, AI / ML products, data visualization and self-service analytics at global scale
- Entrepreneurial, with business and product development experience
- Industry expertise in Media and Entertainment, Digital, OTT, Programmatic Ads, Ad Sales, Content, Retail, E-Commerce, DTC, CPG
- Speaker on Data-Powered Innovation: 2020 DMP Webinar, 2019 Calgary Data Management and Intelligence Conference, 2017 AT&T Software Symposium, 2017 Big Data General Assembly, 2015 TDWI Executive Summit, guest speaker at USC MBA and Data Science programs

EXPERIENCE

VICE PRESIDENT, GLOBAL INSIGHTS, DATA SCIENCE & ANALYTICS | ENTERPRISE BUSINESS INTELLIGENCE

NIKE, Inc. | January 2024 - Present



- Sitting within the Global Insights, Data Science & Analytics organization, my team drives the transformation of Nike's BI to provide scalable, actionable and innovative analytics that empower teams across product, brand, consumer, marketing, merchandising, digital, sustainability, supply chain and retail operations worldwide.
- The scope is global with teams in North America, EMEA, and APLA, supporting 3K+ analytics products and 30K+ users across the company.
- Working in agile product model, the squads integrate data scientists, engineers, product managers, data analysts, visualization and UI/UX specialists and focus on optimizing data science and BI products, self-service analytics, performance management, governance, visualization and user experience to deliver trusted insights at speed and scale.
- Partnering with senior business and technology leaders, I am responsible for the BI strategy and execution roadmap, aligned to Nike's strategic priorities, including AI, self-service, augmented, and embedded analytics.
- To accelerate analytics at Nike, I launched the first Analytics Lab that generates rapid insights and prototypes, conducts user research and experimentation, using the latest technology and cross-functional expertise, fostering data-driven innovation and collaboration.
- I bring user-centric approach, ensuring that Nike's analytics ecosystem is both cutting-edge and intuitive, bridging technology, business, data, and design thinking to create solutions that drive impact at a global scale.



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DATA & ANALYTICS LEADER
ENTREPRENEUR | DATA STORYTELLER

PROFESSIONAL SKILLS

Data and AI Strategy
Growth Roadmap
Data Governance
Performance Management
Product Management
AdTech, Marketing Tech
Consumer Insights
Commercial Analytics
Digital Analytics
Design Thinking
Program Management

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EXPERIENCE

VICE PRESIDENT, GLOBAL COMMERCIAL ANALYTICS AND PRODUCT MANAGEMENT

NIKE, Inc. | August 2022 - December 2023



- Led a global team responsible for data products and analytics supporting global supply chain optimization, demand and supply planning, performance management, digital and consumer analytics, retail and wholesale operations, and sustainability
- Managed product, data and analytics strategy and a global product portfolio, contributing \$150+ million incremental EBIT annually
- Developed and led implementation of self-service analytics capabilities
- As part of the executive steering committee, helped develop and implement Nike's multi-year global strategy that optimizes use of AI, data, analytics, and governance for innovation and growth

SVP, DATA & ANALYTICS

Athletic Greens | 2021 - 2022



- A unicorn valued at \$1.2B, the company offers the direct-to-consumer comprehensive nutritional supplement AG1
- Led data and analytics initiatives to support the company's largest funding
- Developed and implemented data and analytics strategy to drive growth
- Established the company's first in-house end-to-end data analytics competency, including consumer insights, data science and BI
- Deployed modern analytical platform and infrastructure for scale
- Built a highly performant and agile team of data engineers, analysts, data scientists, ML engineers and data visualization specialists
- Partnered with leaders across Performance Marketing, Product, Partnerships, Growth, and Finance to maximize use of data and analytics
- Helped develop AdTech/MarTech roadmap for advertising and performance marketing, programmatic ads, Mixed Media Modeling & Attribution
- Overaw GA, GTM, Data Studio, and integration with Advertising and Marketing Performance partners and platforms
- Responsible for Data Governance & Compliance, Privacy, GDPR
- Developed Consumer Insights, Personas and Segmentation, Enterprise KPIs

CO-FOUNDER & COO, CDO AS A SERVICE

A2Z Intelligence Strategic Partners | 2018 - Present



- Providing expertise in establishing simplified data strategy and building collaborative and unified data and analytics organizations
- Coaching Data Leadership in a step-by-step approach for data intelligence execution and adoption
- Responsible for business development, customer relationships and growth



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TECHNOLOGY

DataBricks, AtScale
GCP, Snowflake, AWS
Tableau, Strategy, Alteryx
PowerBI, Qlik, Decile
Google Analytics, GTM
Google Data Studio
Talend, Fivetran, dbt
SQL, SPSS, SAS

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EXPERIENCE

VICE PRESIDENT, GLOBAL BUSINESS INSIGHTS

Skechers U.S.A. | 2019 - 2021



- Reporting to CFO, built an enterprise end-to-end global business insights, data analytics, BI and data science competency across domestic and international business, wholesale, retail and e-commerce
- Modernized analytical platforms and implemented cloud environment with agile insight-to-action capabilities
- Drove the company's data and analytics strategy for worldwide growth
- Established agile Data Lab for rapid prototyping, experimentation, and MVP development for iterative business value realization
- In-sourced digital analytics capability from a third-party agency
- Designed and deployed consumer research strategy and roadmap
- Led pricing, inventory optimization, product and customer analytics
- Promoted data-driven mindset, data governance and cross-functional collaboration

DIRECTOR, BUSINESS INTELLIGENCE & ANALYTICS

Hulu | 2017 - 2018



- Responsible for end-to-end BI delivery, Data Governance and Analytics
- Launched the first company-wide Data Governance initiative
- Implemented Metadata Manager, Data Dictionary, Business Glossary and enterprise reporting as a Single Source of Truth
- Collaborated with Executives across company on data strategy, architecture and data product roadmap
- Worked with data scientists to operationalize ML & segments
- Led org design for agile data product delivery and DataOps / DevOps

ASSOCIATE DIRECTOR, INSIGHTS & ADVANCED ANALYTICS

AT&T | 2016 - 2017



- Built and led a team of data scientists and analysts in support of Sales & Marketing, Advertising, Product, Engineering & Technology
- Established Product Analytics capability and value delivery framework
- Led development of ML clusters for Ad Sales resulting in \$70M ROI
- Initiated and oversaw POVs on emerging technologies for Big Data discovery, visualization, and real-time analytics
- Oversaw development of forecasting models and customer journeys, UX
- Partnered with Product, UX and Design Consulting firm to develop data products in support of UX/UI and product design

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EDUCATION

MASTER OF SCIENCE
University of Louisiana

EXECUTIVE MBA, NYU
*Professional Certificate in
Technology Leadership*

BA, LINGUISTICS AND
BUSINESS DOUBLE MAJOR
*Linguistic University,
Moscow, Russia*

BA, Exchange Program
University of TX, Austin

CERTIFICATIONS

- CBIP: Advanced Analytics
- Analytics & ML Coursera,
Stanford Online Course
- Social Entrepreneurship,
*Copenhagen Business
School*

AWARDS

- 2015 TDWI Data-Powered
Innovation
- Online Training Research
cited in the WSJ, CNN,
Fortune, USA Today
- AEJMC International
Research Grant

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EXPERIENCE

SENIOR MANAGER, DATA SCIENCE & ANALYTICS

AT&T | 2014 - 2016  AT&T

- Managed a cross-functional team of data scientists, BI professionals and data engineers to support strategic initiatives, marketing campaigns, decision management, digital media, product A/B testing and development
- Spearheaded data platform architecture and automation for real-time Enterprise Decision Management Engine with 20% ROI improvement, recognized by TDWI for data-powered innovation
- Pitched and produced a real-time mobile productivity app using Salesforce.com Cloud, Informatica Cloud and open source technologies
- Established a fast-track analytical delivery flow and dedicated agile team

SENIOR BUSINESS INTELLIGENCE SOLUTIONS ANALYST

DIRECTV | 2008-2013  DIRECTV

- Oversaw implementation of the first enterprise real-time application for customer dynamic segmentation and offer prioritization
- Lead a cross-functions team, launched the first near real-time reporting for agent compensation, resulting in \$30M incremental revenue
- Initiated Data Governance, Data Quality and Competency Center for the Decision Management application.
- Managed daily operational reporting and executive dashboards for Self-Care, Pay Per View, Streaming, VOD, SMS Text, Premium Channels, Email Marketing, Retention and other business areas
- Launched and supported ongoing operations of the customer segmentation program reducing customer churn by optimizing offers and call routing

SENIOR ANALYTICS & DATABASE MARKETING CONSULTANT

ANALYTIC INNOVATIONS | 2001 - 2008

- Responsible for strategy development and implementation of predictive models for direct marketing campaigns, outbound telemarketing optimization and ROI for multiple clients in TV, finance and banking
- Conducted data analysis, market research, profiling and oversaw data acquisition and predictive model development for NFL, VOD, PPV, other
- Participated as a team member in the Netflix Recommendation Algorithm Challenge (the team ranked in top 10 for several weeks)

OTHER EXPERIENCES & VOLUNTEERING

- Volunteering with Team Rubicon, veterans and first responders
- Financial, investment banking, consulting with Fortune 500 companies
- Social entrepreneurship, research, design thinking