

GARRETT GIGNAC

DATA SCIENCE & ANALYTICS LEADER

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SUMMARY

Data science and analytics leader with 12+ years of experience across experimentation, CRM and lifecycle analytics, product analytics, and marketing measurement. Builds measurement systems and data products from ambiguous problems, translates statistical results into business decisions, and partners across Product, Marketing, Engineering, and Strategy to influence roadmaps and drive measurable growth.

EXPERIENCE

Manager, Data Science, Marketing

October 2022 - Present

UBER | San Francisco, CA

- Own experimentation, measurement, and analytics strategy across Uber for Business and Merchant CRM, partnering with Marketing, Product, Engineering, Marketing Technology, Strategy & Operations, and Data Science to measure performance and shape product and marketing roadmaps.
- Built U4B CRM measurement from the ground up, progressing from the team's first consistent engagement reporting to assisted-conversion measurement and randomized incrementality testing, creating a durable framework for reporting and optimization.
- Designed and launched randomized holdout and incrementality methodology across lifecycle programs, covering test design, power analysis, KPI selection, measurement windows, and interpretation of uncertainty; led ongoing education and results reviews with marketers and senior leadership.
- Built scalable experimentation and analytics tools, including self-service power analysis and an automated monthly campaign monitoring system that identifies underperforming U4B CRM campaigns, uses AI to generate diagnoses and recommendations, and publishes results through an interactive report and email digest.
- Partnered with Product and Engineering on U4B's migration from a third-party CRM platform to Uber's internal growth stack, defining targeting, randomization, experimentation, and measurement requirements and helping transition 100+ campaigns.
- Took ownership of Merchant CRM measurement after dedicated Data Science support was reduced, rebuilding inaccurate legacy pipelines, restoring reliable reporting, establishing assisted-conversion metrics, and defining measurement strategy for Ads & Offers programs.
- Identified and drove high-impact CRM optimizations, including a coordinator-linking campaign that delivered +1,260 incremental linked coordinators and a +51% statistically significant lift, and an incentivized first-trip campaign that generated +600 incremental first trips with a +3.5% statistically significant lift.
- Led incrementality testing and holistic lifetime-value measurement for approximately \$9M in U4B paid search investment, expanding measurement beyond self-service conversions to quantify downstream sales impact and provide a more complete view of channel ROI.

Manager, Product Analytics

March 2019 - October 2022

TRIPADVISOR | Needham, MA

- Led product and marketing analytics across Tripadvisor's Hotels and Restaurants businesses, managing 8 full-time employees and 4 contractors responsible for data products, experimentation, self-service reporting, and strategic analysis supporting B2B decisions.
- Partnered with Product, Marketing, Sales, and Engineering leaders to translate business priorities into analytics roadmaps, define KPIs, identify growth opportunities, and provide recurring insight into product and customer performance.
- Led analytics for a high-visibility product launch, delivering analysis consumed by senior leadership and the CEO/COO and proposing supply-side experiments, including an A/B test that increased live-site inventory coverage by 40%.
- Partnered with Data Science to develop a customer lifecycle framework using propensity modeling and segmentation, then designed experiments to evaluate education, upsell, and retention messaging across the customer journey.
- Built foundational marketing, attribution, SaaS health, and product-funnel reporting across eight products; partnered with Product Engineering to diagnose checkout issues whose resolution increased checkout success rate by 20%.

Senior Analyst, Data & Analysis

August 2017 - March 2019

DIGITAS LBI | Boston, MA

- Led client-facing analytics across retail, restaurant, and healthcare accounts, measuring and optimizing performance across digital media, CRM, email, site, and on-demand delivery channels.
- Developed attribution, audience, and sales analyses; designed A/B tests; managed first- and third-party audience data; and partnered with Data Engineering to build the datasets required for campaign measurement.

Data Solutions Manager

May 2014 - August 2017

HAVAS MEDIA | Boston, MA

- Designed analytics and data solutions for global marketing clients, integrating billions of daily events from ad servers, DSPs, DMPs, and third-party data providers to support campaign measurement and optimization.
- Partnered across engineering, operations, and development on APIs, ETL, data modeling, business requirements, and reporting; managed and coached junior analysts across SQL, technical problem-solving, and team processes.

EDUCATION

Bentley University | Waltham, MA

Bachelor of Science, Business Management | Concentration in Information Systems | May 2011

SKILLS

EXPERIMENTATION & STATISTICS Experimental Design, A/B Testing, Randomized Holdouts, Incrementality Measurement, Power Analysis, Statistical Inference, KPI Design, Segmentation

DATA & ANALYTICS SQL, Presto/Trino, Snowflake, BigQuery, PostgreSQL, MySQL, Tableau, Git/GitHub

DOMAIN EXPERTISE CRM & Lifecycle Analytics, Product Analytics, Marketing Analytics, Attribution & Measurement, Customer Journey Analytics, Data Product Development