

## Matt McGahran

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Experienced executive with proven leadership capabilities within dynamic and challenging business environments. Able to develop successful teams through collaborative problem-solving, shared vision and clear decision-making. Inclined to action and willing to take informed risks. Executive management experience in data analytics, information technology, marketing and finance. Able to navigate within technical and analytical depths while providing strong strategic direction and leadership.

Specialties Include: continuous business process improvement, change management, data analytics, business intelligence, project and program management, strategic planning, technology innovation, analytics-driven marketing and research.

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### EXPERIENCE

#### **Owner, MRM Insights** Since 2006

Management consultancy specializing in data science, data analytics, marketing research and data management. Our client list reflects a diverse range of blue chip and entrepreneurial companies in the B2B and B2C space, including [Whistler Blackcomb](#), [SAP](#), [Canadian Ski Council](#), [Premier Care in Bathing](#), and [Olina Life](#).

#### **Owner, TCTeamSystems™** Since 2006

[tcteams.com](http://tcteams.com) is a leading website solution for amateur team, club and league management.

#### **Co-Founder, Terra Nova Marketing Solutions** 2001 – 2006

Led consulting engagements with blue-chip clients including Intrawest, Milliken, AmericanGreetings.com and National Journal, among others. Provided senior-level leadership to implement strategic changes to clients' business models.

#### **Principal, Gruppo Levey & Co.** 2000 - 2001

Led the strategic advisory services practice for this boutique investment bank, responsible for restructuring Internet spin-offs, evaluating investment opportunities for private equity and venture funds, and providing advisory services for portfolio companies.

#### **Vice President, Business Development & Database Marketing, Barnes & Noble.com** 1999-2000

Led the development of the company's database marketing systems and marketing operations to deliver one-to-one marketing capabilities. Created relationships with leading strategic partners, including AOL, Yahoo! and MSN. Created innovative cross-channel credit card rewards program.

#### **Vice President, Corporate Development, Fleet Credit Card Services** 1996 - 1999

Led efforts to acquire over \$2B in credit card portfolios and created the company's largest co-branded credit card partnerships.

*Prior experience in business planning, reporting and analysis, M&A and operational integration within the financial services industry.*

## PROFESSIONAL SKILLS

### **Data Analytics**

Expertise in data warehousing, database marketing, data mining. Proficiencies in SQL, MySQL, ETL, R, SPSS.

### **Business Intelligence and Data Visualization**

Expertise in development and design of BI platforms, including managing cross-functional teams to define business needs, developing business requirements, building insightful dashboards that drive critical business decisions, and training end-users. Proficiencies in Tableau, Qlik, and Microsoft Power BI.

### **Direct Marketing**

Expertise in digital and traditional direct marketing, including developing customer acquisition and relationship marketing strategies, direct marketing operations management, campaign planning, testing and results analysis.

### **New Product Development**

Expertise in ideation, prototyping, in-market testing, operational planning and launching new product and service concepts.

### **Marketing Research**

Expertise in design, development, execution and analysis of quantitative and qualitative primary research.

### **Web Development**

Expertise in developing cloud solutions within a LAMP environment. Proficiencies in PHP, JavaScript, Ajax, jQuery, CSS, HTML, XML, REST applications.

### **Strategic Planning**

Expertise in developing tactical plans to help a business achieve a sustainable competitive advantage.

### **Financial Analysis, Modeling and Performance Management**

Expertise in converting financial data into meaningful and actionable insights that drive improvements in performance.

## EDUCATION

**MBA, Tepper School of Business, Carnegie Mellon University 1990**

**BA, Economics with honors, George Washington University 1986**

## VOLUNTEER AND ADVISORY ROLES

### **Former Vice Chairman, Central Bucks Athletic Association**

A non-profit youth sports organization offering soccer, lacrosse and basketball programs for over 3,000 children.

### **Former Member, Board of Advisors, Achex Inc.**

An online payments company acquired by First Data Resources in 2001