

BRET LAWSON

Senior Analytics Leader | Full Data Stack · Semantic Layer · AI-Enabled Analytics

Analyst · Data Scientist · Data Engineer · Data Architect

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SUMMARY

Senior analytics leader with 20 years across the full data stack — analysis, data science, engineering, and architecture. Builds analytics practices from zero: semantic layers, governed metric definitions, forecasting models, and dashboard experiences designed for adoption, not just delivery. Hands-on Claude / MCP / LLM developer using AI to compress build cycles and ship higher-quality analytics. A founder before an enterprise leader — brings an operator's understanding of how analytics turns into revenue and decisions.

KEY ACHIEVEMENTS

- Built an enterprise ecommerce analytics practice **from zero** — semantic layer in dbt on BigQuery powering forecasting, attribution, and exec reporting for a nine-figure business; single source of truth across ERP, ecommerce, and marketing data
- Reduced SQL and analytics development time **68%** through Claude + MCP server integration, including a custom Contentsquare MCP for natural-language access to behavioral analytics
- Delivered forecasting models with **±5% accuracy** used for executive budget allocation
- Surfaced **\$18.2M** revenue opportunity and **\$2.1M** conversion friction loss through dashboard-led analysis
- Architected online-to-offline attribution stitching store transactions to digital touchpoints
- Made A/B testing and marketing holdouts the organizational standard, replacing opinion with evidence
- Founded and scaled a specialty ecommerce retailer to **\$2M+** revenue, **#3 nationally** in its category

CORE COMPETENCIES

- **Analytics Leadership & Strategy** — practice building from zero, KPI ownership, executive partnership, use-case prioritization, stakeholder alignment
- **Semantic Layer & Data Modeling** — dbt models, dimensional / star / snowflake schemas, topic design, joins / dimensions / measures, metric standardization, single-source-of-truth design
- **BI & Dashboarding** — user-centric dashboard design, embedded analytics, UI/UX best practices, adoption strategy; Looker Studio, Tableau, R Shiny, Streamlit, custom HTML/JS
- **AI-Enabled Analytics** — Claude Code, MCP servers (built & consumed), LangChain, OpenAI API; AI-assisted modeling, SQL generation, automated documentation
- **Forecasting & Measurement** — revenue / KPI forecasting, marketing attribution, media mix modeling, online-to-offline attribution, A/B testing & experimentation
- **Data Architecture** — BigQuery, GCP, cloud warehouse design, ETL/ELT pipelines, query performance optimization
- **Governance & Quality** — KPI definition, metric ownership, documentation, version control (Git), naming conventions, testing, access controls

TECHNOLOGIES

- **Modeling & Warehouse:** dbt, BigQuery, GCP, SQL, star/snowflake schemas, semantic layer
- **BI Platforms:** Looker Studio, Tableau, R Shiny, Streamlit, custom dashboards (HTML/JS)
- **Analytics:** Adobe Analytics (CJA), Google Analytics, Contentsquare, Tealium
- **AI / LLM:** Claude, Claude Code, MCP servers, LangChain, OpenAI API, ChatGPT
- **Marketing:** Google Ads, Adobe Advertising, Google Campaign Manager, Optimizely, Adobe Target
- **Programming:** Python, R, SQL, HTML/CSS/JS, Git/GitHub, VS Code

Senior Manager, Digital Analytics

May 2020 – Present

*Mattress Firm — Houston, TX**Built the ecommerce analytics practice from zero — semantic layer, pipelines, dashboards, forecasting, and AI tooling — for a nine-figure business.***Built the semantic layer and analytics foundation**

- Architected and shipped a dbt-based semantic layer on BigQuery, integrating ERP, ecommerce, marketing, and behavioral data into a governed, analytics-ready model with standardized dimensions, measures, and metric definitions
- Established documentation, naming conventions, version control (Git), and model testing as team standards — making the warehouse self-serviceable for downstream analysts
- Defined and owned the canonical KPI catalog (ecom sales, units, AOV, conversion, attribution, channel mix) used across executive reporting

Delivered dashboard and embedded analytics experiences

- Designed and built executive dashboards in Streamlit, R Shiny, Looker Studio, and custom HTML — applying UI/UX principles (scorecard hierarchy, progressive disclosure, drill paths) to drive adoption beyond the analytics team
- Partnered directly with executives and business stakeholders to define KPIs, prioritize use cases, and iterate on dashboard design

AI-enabled the analytics workflow

- Integrated Claude and Claude Code into daily modeling and SQL development, cutting analytics build time 68%
- Built and consumed MCP servers (incl. Contentsquare MCP) to give AI agents direct, governed access to analytics data — collapsing weeks of attribution analysis into days
- Established the pattern of AI-assisted semantic layer development: prompt-driven model scaffolding, automated documentation, LLM-generated query reviews

Forecasting, attribution, and experimentation

- Built ecommerce revenue and KPI forecasts (monthly / quarterly / annual) at $\pm 5\%$ accuracy — used for budget allocation and spend reallocation decisions
- Identified \$18.2M page-speed revenue opportunity and \$2.1M conversion friction loss through dashboard-driven analysis
- Architected online-to-offline attribution linking digital marketing to store transactions
- Made A/B testing and marketing holdouts the organizational standard, replacing opinion with evidence

Director of Customer Engagement & Digital Analytics*Stage Stores — Houston, TX**Promoted April 2019 · Previously Digital Analytics Manager (May 2016 – April 2019) · Omni-Channel Associate of the Year, 2018*

May 2016 – April 2020

Led omnichannel analytics for an 800+ location national retailer.

- Built cross-channel attribution models integrating online and offline touchpoints — informed budget allocation and reduced customer acquisition cost
- Deployed Adobe Advertising DSP analytics framework with geospatial targeting, delivering 30%+ campaign efficiency improvement
- Established the KPI framework connecting web analytics to store foot traffic for exec visibility
- Leveraged share-of-wallet modeling to identify high-value segments and tune regional spend

Digital Project Lead

Dec 2013 – Mar 2016

Hisco, Inc. — Houston, TX

- Led 400,000+ SKU ecommerce platform launch in 14 months, hitting top-of-industry conversion benchmarks
- Managed cross-functional teams of 20+ across dev, merchandising, and operations
- Integrated product catalog, inventory, and payment processing systems

Founder & Owner

VectorTec — Spring, TX

- Grew specialty ecommerce retailer to \$2M+ revenue and #3 nationally in its sector
- Personally engineered a 100% automated invoicing, fulfillment, and reporting system
- Applied early analytics to customer acquisition, pricing, and inventory decisions

EDUCATION & CERTIFICATIONS

- **B.S., Life Sciences** — Texas A&M University, College Station, TX
- **Python for Data Science Automation (DS4B 101P-A)** — Business Science University
- **Data Science for Business (DS4B 101P)** — Business Science University