

ED HOOGASIAN

Senior Analytics & AI Strategy Leader

Boston, MA / Remote · ed.hoogasian@gmail.com · 508-340-7588 · linkedin.com/in/edhoogasian/

SUMMARY

Analytics and AI strategy leader with 8+ years building KPI systems, scalable reporting/data products, GTM/customer intelligence, market intelligence, executive reporting, and AI-enabled workflow automation. Strong at translating ambiguous business problems into reliable data foundations, dashboards, operating rhythms, and productized workflows that leaders and frontline teams adopt.

EXPERIENCE

Independent AI & Analytics Consultant / Product Development + Automation

Apr 2025 – Present · Boston, MA / Remote

- Built secure client intake/document portal digitizing collection, review, lifecycle tracking, and status visibility; eliminated scanning/printing/sorting overhead and saved hundreds of administrative hours.
- Designed technician-first field inspection application and customer portal that reduces inspection paperwork to near zero, improves data accuracy, and increases jobs completed per technician per day.
- Implemented advanced LLM workflows with prompt versioning, contextual memory/session layering, guardrails, evaluation checks, structured extraction, summarization, and human review.

Senior Strategic Analyst, WW Partner Programs — Mimecast

Mar 2024 – Apr 2025 · Boston, MA / Hybrid

- Built KPI framework and automated Tableau reporting for annual partner-program initiatives, consumed daily/weekly from executive board/EXCO to individual contributors.
- Created end-to-end tracking for a global MSP transition program, integrating DocuSign, Salesforce, DWH, and certification data into pipelines/dashboards with accuracy criteria and automated cadence reports.
- Led profitability analysis for proposed pricing/packaging overhaul, including consolidation of hundreds of legacy SKUs into bundle offerings alongside a cloud-integrated product platform launch.

Lead Business Analyst — Rapid7

Oct 2022 – Aug 2023 · Boston, MA

- Redefined the Ideal Customer Profile using CRM, ERP, third-party firmographic data, and qualitative inputs from marketing, sales, product, and customer success; downstream targeting/outreach drove \$5.5M+ net-new ARR improvement.
- Identified and automated manual workflows and optimized data pipelines, reclaiming 2,000+ off-clock work hours and improving trust in pipeline/bookings reporting.

Senior Analyst, Enterprise Analytics — Latch

Nov 2021 – Oct 2022 · Remote

- Built TAM and market intelligence datasets from executive rollups down to account/building-level detail, enabling territory/quota planning, whitespace analysis, and strategic partnership planning.
- Improved conversion rates 15%+ by defining ideal prospect qualifications and delivering time-sensitive outreach guidance based on internal/external data and anecdotal evidence.
- Led supply-chain optimization analysis across procurement/fulfillment/manufacturing signals, improving planning visibility and reducing manual coordination by roughly 30-50%

Senior GTM Business Analyst — CyberArk

Nov 2020 – Nov 2021 · Newton, MA / Remote

- Built lead-to-revenue funnel foundation for attribution and campaign performance, bridging marketing, operations, data engineering, and sales teams.

Business Intelligence Analyst II — Mimecast

Jun 2017 – Nov 2020 · Lexington, MA

- Built data products for competitive intelligence, TAM, data-driven prospecting, lead generation/conversion, territory planning, forecasting, and GTM funnel reporting; outputs generated millions in pipeline/won business and were referenced in earnings calls.

Co-Founder / CTO / Entrepreneurial Operator — CocoChew

May 2017 – Present · Boston, MA

- Built and iterated ecommerce platform, marketing analytics instrumentation, operational integrations, branding, and content for D2C/B2B dog chew toy startup.

CAPABILITIES

Analytics & BI. SQL, Tableau, Power BI, Looker, KPI Frameworks, Executive Reporting, Excel / PowerPoint

GTM / RevOps / Customer Analytics. GTM Analytics, Market Intelligence, Partner Program Analytics, Customer Success Analytics, Salesforce, Competitive Intelligence

AI / LLM / Automation. AI/LLM Workflows, Prompt Engineering, NLP / Unstructured Data Analysis, Automation, No-code / Low-code, API Integration

Data Engineering & Analytics Engineering. Snowflake, dbt, Data Warehousing, ETL/ELT, Data Quality & Validation, Analytics Engineering, Databricks, Python

Executive Communication & Leadership. Stakeholder Management, Discovery & Facilitation, Project / Program Ownership

Product & Workflow Systems. Product Strategy, Technical Product Management, Jira, React

Strategy & Pricing. Pricing & Packaging Analysis

EDUCATION

B.S., Information Systems; Entrepreneurial Studies / IT — University of New Hampshire, Durham, NH (Aug 2013 – May 2017)