

Timothy Kojo Minta

WORK EXPERIENCE

- Adobe
Expert Solutions Consultant - Adobe Experience Platform
San Francisco, CA
August 2021-Present
- Simon Data
Principal Sales Engineer
Enterprise Solutions Architect
San Francisco, CA
April 2021-August 2021
July 2020-April 2021
- Lead Sales Engineer for all significant pre-sales opportunities
 - Previously conducted both pre-sales engineering and post-sales implementation for enterprise accounts
- Heap
Sr. Solutions Consultant
San Francisco, CA
November 2018-Present
- Maintained the highest win rate for new business opportunities during my tenure, while exclusively supporting all enterprise expansion opportunities and churn risk situations from a technical perspective
- Tealium
Solutions Consultant
San Francisco, CA
February 2016-November 2018
- Received two "Look of a Leader" awards for significant contributions to high-profile, strategic sales wins from a technical perspective
 - Received the Demo Jockey award for excellence in Sales Engineering
 - Member of 2017 President's Club for exceeding sales targets
 - Closed pre-sales opportunities involving Adobe Analytics, Adobe Audience Manager, and Marketo as CDP data destinations
- Ensignen
Senior Analytics Implementation Consultant
San Jose, CA
February 2015-January 2016
- Managed Adobe Analytics implementations via Ensignen's tag management platform
 - Conducted a wide range of analytics to articulate the bottom-line impact of tag management implementation with Ensignen to prospects and clients; collaborated with technical teams to optimize the efficacy of analytics-related tag management implementations, primarily through project management, requirements gathering and quality assurance; and supported sales and product teams in efforts geared toward various analytics-related projects
- Pointmarc Consulting
Engagement Manager/Consultant, Digital Analytics
San Francisco, CA
December 2013-February 2015
- Gained experience with Adobe Analytics, Target, Insight implementation practices
 - Managed creation and production of global dashboards for a Fortune 50 client's SEM, Display, Programmatic, and Retargeting campaign efforts using Excel and PowerPoint. Deliverables were presented to senior leadership regularly to inform their global \$600K/mo budget allocation mix both by region and direct acquisition strategy. Required close coordination with digital media agencies such as UM, Performics, Razorfish, and Kenshoo among others
 - Managed and conducted quarterly analysis on survey, financial and registration data for a Fortune 50 client's Conference Marketing team. Each global event drove \$4M+ in revenue and attracted 10K+ attendees
 - Worked with clients to ensure a comprehensive requirements gathering process and continually looked for new ways to leverage existing data and knowledge of client pain points to generate new analysis opportunities
- Simon-Kucher & Partners
Senior Consultant, Pricing Strategy
Mountain View, CA
January 2013-December 2013
- Conducted pricing and packaging analysis for companies in the software and internet space, relying heavily on two-step cluster analysis, Van Westendorp and Gabor-Granger methodologies, and various Excel modeling techniques.
 - Created conceptual frameworks for transitioning software licensing models from on-premise to SaaS.
 - Assisted partners with business development initiatives, including lead generation and writing proposals and SOWs.
- IAC/Ask Partner Network
Oakland, CA

Senior Manager, Digital and Search Analytics

April 2012-January 2013

- Created the in-house analytics framework for a new online advertiser network. Built early-stage forecasting models based on advertiser offer inventory and publisher traffic, P&L models—focus on near-term cost and revenue expectations.
- Modeling efforts focused on geo-specific targeting led to the global CPI sell-through rate increasing from 7% to 33% over 3 months, and daily gross revenue from \$1K to \$6K.

The Nielsen Company
Senior Manager, Analytics
Data Operations Coordinator

San Francisco, CA
April 2011-April 2012
October 2009-April 2011

- Produced a product combining insights from mobile phone bill data and surveys collected from 65,000 subscribers
- Employed quantitative and statistical methods to create Excel scorecards and PowerPoint presentations for internal and client use at the senior management level
- Received two internal awards for exceptional data mining, modeling, and analysis

Navigant Consulting
Senior Consultant

San Francisco, CA
July 2007-September 2008

- Performed pricing and absorption analysis for a \$250M hotel development in Maryland
- Worked with a real estate private equity client facing a \$1B liquidity crisis to build a work-out model for their portfolio of residential housing developments across the country, which resulted in the company avoiding massive losses
- Created portfolio accounting model and investor reports for a REIT client with a portfolio of 135 properties

Foresight Wind Energy
Consultant

San Francisco, CA
July 2006-July 2007

- Created financial models for wind power projects at various stages in development
- Built macroeconomic models for estimating projected wind power demand given drivers such as renewable portfolio standards, tariff rates, technological advances, emissions legislation, and direct government subsidies

Mars & Company
Associate Consultant

San Francisco, CA
August 2005-July 2006

- Performed clean energy industry financial analyses and market research for a venture capital investment group
- Created a competitive financial model for a major global energy company seeking to enhance its North American presence

Corporate Executive Board
Quantitative Analyst

Washington, DC
September 2004-August 2005

- Built complex economic models using various cluster analysis and multivariate regression techniques
- Assisted with design and managed implementation of a survey reaching thousands of recruiters at 80+ companies.
- Used statistical methods, factor analysis, and SPSS coding to establish research findings for F500 Talent Management heads

EDUCATION

The London School of Economics and Political Science
Master of Science Degree in Development Economics

London, UK
2002-2004

University of Pennsylvania
Bachelor of Arts Degree in Economics

Philadelphia, PA
1998-2002

*My paper titled An Analysis of Development Strategies in Ghana by the World Bank was published in *Æconomica*, Penn's Undergraduate Economics Journal.

LANGUAGES, SKILLS, AND LEADERSHIP

Languages: Basic proficiency in French and German.

Skills: High proficiency in SQL, Heap, Tealium, Ensignten, GTM, Tableau, Domo, PowerBI, Adobe Analytics, Adobe Target, Adobe Insight, Google Analytics, SPSS, Excel; basic proficiency in Python, R, Javascript, CSS, JSON, Regex, SAS, STATA.

Leadership: Board member emeritus of YMCA SF Urban Services, a community service organization; mentor for the Resolution Project, an international non-profit devoted to youth social entrepreneurship; previous board member of the SF Exploratorium Lab; previous board member of Rooms that Rock for Chemo, a non-profit that helps chemotherapy patients by improving their hospital accommodations.