George O. Andary Jr

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DATA & AI TRANSFORMATION STRATEGIST

I am a leader in enterprise data modernization, experienced in assessing data maturity, standardizing ingestion frameworks, and translating executive business objectives into scalable solutions. Proven ability to eliminate manual processes, integrate multi-source datasets, design KPI hierarchies, and drive cross-functional adoption of modernized reporting systems to improve human output. Comfortable advising senior stakeholders and shaping strategic roadmaps in complex enterprise environments.

CORE CAPABILITIES

- Data Maturity Assessment & Modernization
- AI-Enabled Workflow Optimization
- KPI Architecture & Measurement Strategy
- Multi-Source Data Integration (Power BI, Databricks)
- Executive Reporting & C-Level Communication
- Cross-Functional Transformation Leadership
- Process Mapping & Implementation Roadmapping
- Automation (Power Automate, Copilot)
- SQL & Database Visualization (DB Visualizer)
- Governance & Data Integrity Standardization

PROFESSIONAL EXPERIENCE

DTE Electric – Detroit, MI

Data Analyst, Planning & Coordination Logistics (2024–Present)

- Led data modernization initiatives eliminating manual scorecards and high-maintenance workflows, implementing automated ingestion pipelines and standardized reporting frameworks.
- Re-architected data sourcing by removing intermediary portals and consolidating source-of-truth inputs, improving data integrity and reducing latency.
- Designed integrated Power BI dashboards leveraging Databricks and database querying tools to unify contractor and operational datasets.

- Led an operational initiative increasing annual financial impact from $300K to nearly $1M through workflow optimization and governance redesign.
- Developed Standard Work Instructions (SWIs) and process maps supporting long-term adoption and operational consistency.
- Partnered cross-functionally with contractors, operations, and leadership to define performance metrics and modernization priorities.

Rocket Mortgage – Detroit, MI

Strategic Project Manager – Omni-Channel CRM Transformation (2021–2022)

- Led enterprise migration from legacy CRM systems to Salesforce, owning scope documentation and cross-functional alignment across Marketing, Compliance, IT, and Vendor teams.
- Delivered bi-weekly executive updates to senior leadership and C-suite stakeholders on roadmap progress, measurement strategy, and risk mitigation.
- Designed KPI hierarchies including pre-funnel behavioral indicators and downstream conversion metrics to enhance lifecycle performance visibility.
- Structured data-driven experimentation frameworks supporting channel optimization and strategic investment decisions.

Continuous Improvement Analyst (2022–2023)

- Applied Lean Six Sigma methodologies to standardize measurement processes and eliminate inefficiencies across operational workflows.

Marketing Communication Manager (2018–2021)

- Integrated CRM analytics and campaign performance data to inform segmentation and personalization strategies, reducing opt-outs by 50% and improving lifecycle engagement.

EDUCATION

B.S. Psychology, Minor in Advertising – Central Michigan University

CERTIFICATIONS

- Lean Six Sigma Green Belt
- Data Engineering Certification – Grand Circus Detroit