

Tim Radcliffe

SUMMARY

Experienced data & e-comm lead, with a focus on measurement, experimentation and full-stack optimization. I have over a decade of experience as a technical lead on e-commerce projects working with dozens of different companies, managing millions in direct ad spend and revenue optimization. I believe clear and effective communication is equally important to technical ability, and excel at translating complex concepts into meaningful actions, and helping create understanding – not just numerical reports.

My background as a developer, data-scientist and consultant prepare me well to deliver successful, cross-functional products and integrate both data-driven insights and expert knowledge into creating systems that deliver exceptional customer value.

SELECTED EXPERIENCE

Zenith Data, Vancouver, BC – *Consultant*

JULY 2024 – CURRENT

- Founded my own e-commerce experimentation & measurement consultancy, focused on working with brands selling high-ticket, high-consideration items, in particular in outdoor and adventure spaces
- Worked with a number of businesses to help update measurement abilities, both from the ground-up and updating historic systems.
- Served as an experimentation evangelist within businesses working to empower individuals and teams to be able to easily run and analyze experiments of their own.
- Performed all sales, development and communicative roles.

Game Data Pros, Remote (US) – *Staff Data Scientist*

FEB 2021 – FEB 2023

- Lead the design and implementation of an experimentation platform into multiple popular games, serving millions of daily sessions, and consuming trillions of events. ([Game Credits](#))
- Collaborated with engineering and product to create, test and iterate a program of strategic upsells to significantly increase per-user revenue.
- Contributed to hiring, documentation, testing and production support.

Article, Vancouver – *Data Lead*

JANUARY 2019 – Feb 2021

- Grew team, defining & hiring 4 new roles as direct reports and defining structure of team through re-orgs. My direct contributions generated millions of dollars of incremental net profit.
- Lead several cross-functional projects, including shipping demand forecasting models and running advanced observational & experimental programs for ad attribution.
- Regular interaction with C-level, management and front-line staff.
- Responsible for architectural data & tooling choices (dbt!), and serve as ad-hoc PM for much of the data work accomplished by my team, managing cross-functional concerns.

Article, Vancouver – *Data Analyst*

JANUARY 2018 – DECEMBER 2018

- First hire into a stand-alone data team, responsible for sourcing, defining & delivering analyses & dashboards across all areas of the business.
- Oversaw development of testing & experimentation programs, ads attribution, BI reporting & platform sourcing, data engineering, data modelling.

HeyCarson, Montreal/Remote – *Lead Developer*

JUNE 2016 – JUNE 2017

- Ultimately responsible for all front-end development & client communications for a front-end development task subscription service for Shopify stores, serving hundreds of customers.
- Grew & managed a remote team of ~10 front-end developers
- Worked to define processes, build our internal support tooling & validate core business model.

Other Roles – Kingston/Montreal/Remote

I have worked a number of other jobs as well – mostly IC development work. I worked for myself for almost 2 years, primarily doing small-scale front-end consulting, but gradually shifting to strategy/data consulting for e-commerce stores. I have worked on embedded development in C & Python, and built a desktop tool to calibrate water-quality testing devices over USB. I once played (giant) chess professionally for a summer.

PROJECTS/OTHER

Wilderness & Swiftwater Instruction – I maintain professional certifications in wilderness first aid, swiftwater rescue and paddling instruction. This experience leading teams, and teaching concepts in a high stakes environment has taught me important skills in communication, pedagogy and leadership.

Recipe Understanding – personal project working on transforming scraped recipe text into ingredient-graphs using NLP methods. No source available, but happy to discuss