IAN M. LEE

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Business Intelligence & AI Analytics Leader | BI-to-AI Transformation | Enterprise Self-Service & Agentic Analytics

EXECUTIVE SUMMARY

Business intelligence and analytics leader with 20+ years of experience, including 15+ years of SQL and BI development, moving analytics teams from manual, report-driven delivery to AI-augmented insight. Hands-on technical leader of a Snowflake, dbt, and ThoughtSpot analytics ecosystem serving enterprise stakeholders, with 10+ production analytics applications, 2,125+ governed models, and a self-service layer that reduced ad-hoc report volume. Built and deployed AI in production, including Snowflake Intelligence agents on governed semantic views, LLM agents for workflow automation, and a GenAI data catalog tool, and use Claude, Snowflake Cortex, and Glean daily to accelerate analytical work. Trusted advisor to VP, SVP, and C-suite leaders who translates complex, multi-source data into clear recommendations, sets the bar for reusable data models and engineering practices, and influences through expertise rather than title.

PROFESSIONAL EXPERIENCE

COX COMMUNICATIONS | Atlanta, GA | September 2005 – Present

Senior Manager, Data Science & Business Analysis | Consumer Analytics Program Lead | Sept 2021 – Present

AI Transformation & Innovation

- Led the technical design and build of three Snowflake Intelligence agents (Campaign Analytics, Journey Analytics, and Performance Management for weekly connect and disconnect activity) on governed semantic views I defined over certified data. Live in Snowflake Intelligence (CoWork) and ThoughtSpot, they give marketing boundary partners and leadership natural-language answers without analyst queues or SQL.
- Extended the same semantic views into ThoughtSpot for AI-enabled reporting, so AI answers and dashboards share one governed definition of each metric. Set the reusable semantic-layer, quality-gate, and lineage patterns the team builds on.
- Designed LLM agent workflow automation for sprint triage and classification and applied AI-first discovery and AI-assisted development (code generation, automated quality validation) to accelerate dbt model delivery, setting the standard for AI integration in daily analytical work.
- Built a GenAI data catalog tool from an initial proof of concept: engineered prompt improvements, automated table-detail lookups through direct Snowflake connections, added a reusable definitions library, and re-architected the workflow to run in batches. Now used enterprise-wide to auto-generate table and column documentation, eliminating hours of manual work per model.

Analytics Strategy & Business Impact

- Led demand shaping and prioritization for the Consumer Analytics Customer360 program, deciding which data products and AI-enabled analytics to build and in what order across 7 competing stakeholder groups, accountable for measurable outcomes. Own feasibility and scope validation before work enters the pipeline.
- Own the Lead Management analytics pipeline that powers acquisition and retention go-to-market motions. Defined KPIs (lead-to-opportunity rate, cost-per-acquisition, segment conversion), uncovered segment-level insights, and adjusted feed logic to improve lead quality and conversion, with 7+ new signal sources added in 2025.
- Primary liaison between technical and business stakeholders; present analytics strategy and outcomes to VP, SVP, and C-suite leaders, influencing investment in analytics infrastructure. Coordinate cross-functional prioritization councils and partner with PMO to hold delivery accountable.
- Orchestrated data exchanges between Consumer Analytics and third-party vendors and platforms (Adobe, Hightouch, Claritas), ensuring data integrity and compliance while managing competing executive priorities.

BI Platform, Self-Service & Data Architecture (Snowflake / dbt / ThoughtSpot)

- Drove adoption of ThoughtSpot as the enterprise self-service BI layer atop certified Production Data Assets, enabling non-technical stakeholders to query data directly, reducing ad-hoc report volume, and accelerating time-to-insight.
- Took ownership of an underperforming BI environment post-migration and executed a phased turnaround (daily standups, pre-run quality gates, pipeline consolidation from 4 tables to 2) that cut query times ~50% and restored stakeholder trust within 2 months.
- Architected the Consumer Analytics Repository (CAR) in Snowflake and the Journey Store, governed event-level customer data integrating 10+ sources across 870M+ row datasets, with a semantic layer, documented lineage and metric definitions, and a flexible JSON payload that lets new event types be added without reshaping tables.
- Implemented pre-run data quality gates (workflows pause and notify rather than load incomplete data) and reasonableness checks against prior-period values, giving stakeholders a trusted basis for validating data and AI-generated outputs.
- Partnered with enterprise Data Governance on intake and approval of new data assets and AI risk considerations, and led data retention and cloud-spend governance contributing to Cox's OPEX reduction objectives.

Technical Leadership & Mentorship

- Player-coach technical leader of a cross-functional team of 13–16 (4 FTEs plus 9–12 contract data and software engineers, nearshore and offshore), close enough to SQL and architecture to set the bar for analytical quality, reusable data models, and engineering practices.

- Developed domain owners and reduced single points of failure by coaching team members into ownership of critical systems; drove team skill-building in dbt, advanced analytics, automation, and AI tooling.

Manager, Product Insights | Aug 2019 – Sept 2021

- Primary analytics partner for Residential Video; translated ambiguous business questions into data requirements, dashboards, and experiments that informed product and pricing decisions for executive leadership.
- Owned cross-product dashboards and monthly operating reporting for VP+ audiences. Built a flattened communications dataset in Snowflake to support migrating a legacy Excel report into Power BI, resolving data discrepancies with the business to establish a trusted source.
- Surfaced ~$100K annual cost recovery through independent analysis of Comcast syndicated charges; presented an evidence-based recommendation to Finance and Product leadership that influenced contract renegotiation.

Manager, Customer Care Strategy & Process | Jan 2017 – Aug 2019

- Drove operational KPI improvements for Account Services and Technical Support, including change management for multiple product launches (Cloud DVR, Contour 2/IPTV, Xi6, OTT apps), and represented Customer Care on cross-functional programs.

Data Analyst IV (Senior Team Lead) | June 2014 – Jan 2017

- Led 5 analysts; developed and rolled out the COre (Collaborative Operations Review) program across 7 Care COEs, driving ~20% YoY score improvement. Recognized with Blitz Award Q2 2015.

Sr. Business Analyst | Sept 2010 – June 2014

- Designed a performance attribution framework supporting 5,000+ agents, enabling $500K–$800K in verified monthly incentive payouts through auditable reporting.
- Pioneered Cox's first enterprise-wide agent scorecard ecosystem in OBIEE, giving 2,000+ agents and all leadership levels a single source of truth.

Data Analyst / Supervisor, Customer Operations Support | Sept 2005 – Sept 2010

- Built knowledge management solutions, integrations, and reporting adopted across all leadership levels.

CORE COMPETENCIES & TECHNICAL SKILLS

BI, SQL & Data Platforms: SQL (advanced, 15+ years; CTEs, complex transformations on large datasets), Snowflake (2,125+ dbt models, 55+ source databases), dbt / dbt Cloud, enterprise BI and self-service analytics (ThoughtSpot, Power BI, Tableau, OBIEE), semantic layer and data modeling, medallion architecture, data quality and lineage, Python, AWS (Glue, PySpark, Athena, S3)

AI & Agentic Analytics: LLMs (Claude, Glean, ChatGPT), Snowflake Cortex, Snowflake Intelligence agents, LLM-agent workflow automation (n8n), GenAI applications in production, AI-assisted development, AI use case prioritization and value measurement

Leadership & Influence: AI transformation and change management, analytics roadmap and demand shaping, VP/SVP/C-suite communication, technical leadership of cross-functional initiatives, mentoring and analyst upskilling, partnering with IT, Security, and Data Governance, stakeholder management, vendor and partner management

Domain: Customer and marketing analytics, lead management and go-to-market analytics, customer segmentation, campaign analytics, journey analytics, identity resolution

EDUCATION & RECOGNITION

- **Bachelor of Science, Information Technology** | Macon State College, Macon, GA | 2004
- **Six Sigma Green Belt** | 2009
- **Blitz Award Q2 2015** | Cox Communications, COre Program, "Drive Performance Excellence"