Nathan Frodsham

Analytics, Strategy & AI Operations Leader

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SUMMARY

Strategy, analytics and AI operations leader turning data into decisions at Amazon, Omniture (Adobe), Omnicom, Ogilvy, Prophet, 1-800 Contacts and in healthcare. Builds the reporting, models and research executives act on, and now designs governed AI and workflow-automation systems. Hands-on analyst or team leader; fluent in Portuguese, conversational in Spanish.

CORE CAPABILITIES

Analytics strategy; AI operations; executive decision support; predictive modeling; customer research and segmentation; workflow automation; governance and controls; cross-functional leadership.

PROFESSIONAL EXPERIENCE

Partner, Strategic Innovation & Market Development | Private Therapeutic Innovation Firm

Salt Lake City, UT | Aug 2021 - Present

- Direct product positioning, market strategy and customer acquisition for an operating company in Utah's regulated therapeutic sector; lead the cross-functional team.
- Designed and run a human-in-the-loop AI operations system spanning research, monitoring, content, compliance review and approval workflows.
- Used consumer value research to set product messaging priorities; built executive-level partnerships.

Director of Analytics | Evolve Medical

Salt Lake City, UT | Nov 2017 - Aug 2021

- Built algorithmic preventive-care identification and pre-visit treatment recommendations from EHR and appointment data that fed clinical decision-making.
- Managed data pipelines, including ETL and EHR integration, and operational reporting for leadership.
- Directed the cross-functional marketing team and digital go-to-market within healthcare advertising restrictions.

Strategy & Analytics Consulting | Selected engagements

Salt Lake City, UT | Oct 2015 - Nov 2017

- VCI Ltd (contract, Jan - Nov 2017): modeling and simulation of cost sensitivities and operational optimization for global mining operations; translated models into executive recommendations on digital transformation and data integration.
- Civic and nonprofit initiatives (Oct 2015 - Dec 2016): helped lead statewide health-policy strategy and coalition-building, aligning medical leaders, state legislators, municipal leadership and faith-community stakeholders.

Director of Digital Analytics | Omnicom (Marketing Sciences)

Salt Lake City, UT | Jan 2015 - Sep 2015

- Led the digital analytics expansion: integrated digital and traditional research methods and built forecasting, segmentation and campaign-simulation tools for Fortune 500 clients.
- Trained internal teams on Adobe Analytics and Tableau.

Associate Director, Digital Analytics & Insights | 1-800 Contacts

Draper, UT | Dec 2013 - Jan 2015

- Owned tracking, reporting and analytics infrastructure across web and mobile on the Adobe suite for a direct-to-consumer e-commerce business.
- Clustering and behavioral profiling of clickstream, CRM and survey data to drive segmentation and personalization; research on pricing preferences and brand sentiment.

Senior Business Analyst | Amazon

Seattle, WA | May 2012 - Dec 2013

- Operations analytics for global customer service supporting millions of customers: clustering and behavioral analysis of contacts surfaced friction patterns and guided resource allocation.
- Built dashboards and operational KPIs and provided decision support to VP-level stakeholders.

SELECTED PROJECTS

Regulated Health Retail Launch Analytics (Contract)

Private naturopathic pharmacy | Sep 2020 - Jul 2021

Analytics lead for the launch: Domo and Power BI executive dashboards on integrated SQL data, Monte Carlo inventory forecasting, delivery-service cost modeling, new-location scenario analysis and customer segmentation.

Specialty Medical Practice Website

Camber Joint Institute | 2026

Defined positioning, scope and a no-PHI site plan. Used AI-assisted research, content development, implementation and QA to help launch camberjoint.com in 2026.

Systematic Investment Research Platform

Independent project | Private platform

Designed research, validation and risk controls for a private systematic investment research platform.

EARLIER EXPERIENCE

Senior Insights Associate | Prophet - brand strategy, segmentation and positioning research for major brands.

Web Marketing Analytics Consultant | Ogilvy & Mather - digital analytics consulting practice; clickstream segmentation and profiling.

Senior Consultant, Marketing Analytics | Nu Skin - predictive distributor segmentation and brand-positioning analysis.

Founding Principal | MTrove, Inc. - marketing intelligence consultancy serving US, Brazil and Mexico clients.

Best Practices Consultant | Omniture (now Adobe) - KPI frameworks and A/B testing strategy for enterprise analytics clients.

Technology Analyst | Accenture.

EDUCATION

MBA, Marketing and International Business | Marriott School of Management, Brigham Young University. Dean's Scholarship; Global Management Certificate

BS, Statistics: Information Systems emphasis | Brigham Young University

TOOLS & LANGUAGES

SQL, Python, Power BI, Domo, Tableau, Excel, Adobe Analytics, R, SPSS, SAS, Qualtrics; AI agents and workflow automation.

Portuguese (fluent); Spanish (conversational); German (reading)