

Alexander Aguilar, Psy.D.

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PROFESSIONAL EXPERIENCE

Product Manager, Principal – People Analytics at Workday, Atlanta, GA

01/22 – 4/24

- Lead in strategic advisory role to develop forward-thinking vision for People Analytics Data Science offerings, anticipating complex enterprise needs and crafting multi-year roadmaps to ensure resilience and success in a dynamic environment.
- Build trusting relationships with customers across the enterprise to advise and design on solutions for such challenges as transformational Workforce Planning, diversity equity and inclusion modeling and goal-setting, Talent Acquisition and process planning, internal mobility, multi-channel employee listening programs and reporting, advanced statistical modeling and behavioral science projects, and finance and revenue forecasting.
- Utilize AI and machine learning in a People Analytics environment to deliver insights, recommendations, and track success for global stakeholder groups, impacting \$10M on average per project.
- Drive team operations through ownership of project prioritization, resource allocation, and execution strategy, managing simultaneous complex, high-value, and high-visibility projects across Workday.
- Provide coaching, mentorship, and advocacy for 30 colleagues in developmental roles and challenging assignments, fostering personal growth and career advancement opportunities.
- Serve as a SME, collaborating closely with C-Suite leaders to develop and deliver insightful People Analytics POVs that drive strategic decision-making to support organizational KPIs set by senior leadership.
- Collaborate extensively with internal stakeholders and lead a support team comprising engineers, statisticians, behavioral scientists, and data scientists to identify and capitalize on product opportunities, ensuring alignment with organizational goals and objectives.

Senior Product Manager, People Analytics at Perceptyx, Remote

12/19 - 12/21

- Spearheaded the Perceptyx perspective in People Analytics, merging statistical modeling, Data Science, and research methodologies. This led to breakthroughs in predictive analytics, forecasting, dynamic reporting, and impact tracking.
- Successfully launched cutting-edge products, fostering robust customer relationships that enhanced the utility of employee feedback by integrating it with broader HRIS data within a scalable SaaS framework.
- Proactively explored and adopted emerging technologies, tools, and methodologies to keep our products and services innovative and competitive.
- Partnered across functions within Perceptyx, including Consulting, Professional Services, Quality Assurance, and within Product (engineering, developers, data scientists, etc.) to identify and capitalize on product enhancement opportunities.
- Managed the product backlog effectively as a Product Owner, prioritizing and slotting work into engineering sprints to optimize team productivity and ensure timely delivery of People Analytics features and enhancements.
- Acted as the final authority for sign-off on all delivered work, ensuring that each product release met predefined quality standards and aligned with strategic business goals, thereby maintaining high standards of product excellence and reliability.

Senior Analyst, Advanced Analytics at AT&T, Atlanta, GA

08/18 - 11/19

- Gathered, analyzed, and interpreted an array of data types, structured and unstructured. Identified causal relationships and key trigger points, enabling precise customer behavior predictions, providing strategic business insights.
- Developed and implemented a web-based platform to evaluate retail locations and capture essential data critical for assessing store performance. This first-of-its-kind AT&T tool significantly enhanced data collection capabilities, providing insights for lifetime value modeling and optimizing retail operations.
- Initiated and led the development and implementation of advanced machine learning models, including customer churn models that evaluated customer LTV. These models introduced innovative approaches to optimizing retail effectiveness by location, significantly advancing analytical capabilities.
- Provided strategic advice to business partners, using insights from complex data patterns to recommend strategies.

Allstate Insurance, Northbrook, IL
Senior Analyst, Customer Experience Retention Analytics

05/13 – 8/18
10/17 - 08/18

- Analyzed and processed complex data sets using advanced querying, visualization, and analytics tools. This allowed for the extraction of actionable insights that informed strategic decisions and improved customer engagement strategies.
- Identified, measured, and recommended improvement strategies for KPIs across all business areas, optimizing operations and achieving superior outcomes.
- Spearheaded the development of customer-centric, omni-channel interaction capability to enable leaders from across business units and product lines to identify and prioritize improvements.
- Represented the Customer Experience Teams at the Enterprise Innovation Summit and led a cross-functional collaboration initiative between data scientists and Customer Experience Teams.

Senior Workforce Insights Consultant

07/15 - 10/17

- Consulted to C-suite Allstate leaders regarding health of Allstate talent pipeline as it relates to internal and external factors pushing and pulling leaders to leave Allstate and potential actions that should be taken to retain leaders most at risk of leaving Allstate.
- Developed, maintained, and consulted C-Suite leaders on a dual-view predictive attrition model considering external and internal factors. This model improved retention and drive a more strategically focused Talent Management program.
- Owned engagements that included Talent Management forecasting, predictive modeling for quality of hire, and employee engagement assessments. Developed HR-focused dashboards that provided unique insights from complex datasets, supporting high-stakes Talent Management and business priorities.
- Led customized development of survey content, analysis, and reporting strategies across functional groups, delivering tailored measurement and feedback systems that enhanced strategic decision-making.
- Oversaw data team of analysts creating internally-focused portion of predictive attrition model and vendor used to capture externally-focused data inputs (e.g. social media updates on professional job postings, market demand for specific role types).
- Mentored junior analysts, fostering a culture of continuous learning and professional growth within the team, helping develop the next generation of data professionals.

Management Consultant

05/13 - 07/15

- Consulted on diverse engagements encompassing strategy development, business transformation, operating model design, and process redesign; initiatives drove performance enhancements across Sales, Marketing, Product Operations, Claims, HR, and Technology.
- Fostered robust working relationships with senior leaders, developing project work that bolstered Allstate Management Consulting Services' capabilities.
- Worked closely with executive project sponsors to propose new organizational functions, detailed role descriptions, operating models, workflows, and implementation roadmaps.
- Led and facilitated off-site strategy sessions and development workshops with leaders to define roles, operating models, and organizational priorities, ensuring alignment with strategic objectives.
- Conducted Workforce Planning and demand forecasting analyses to enable AMCS leaders to better manage team staffing needs and developed reporting to provide insight into real-time cost management for the practice, enabling annual savings of ~\$150,000 in recouped headcount spend.

TEACHING EXPERIENCE

The Chicago School of Professional Psychology: Online Division, Chicago, IL
Affiliate Faculty Member, Dissertation Chair

03/11 - Present

- Deliver lectures and facilitate coursework in graduate-level Statistics that engages students and deepens their understanding of complex concepts through practical application aimed at bridging the gap between theoretical statistics and its use in real-world scenarios.
- Mentor students throughout the development of their dissertation projects in Industrial/Organizational (I/O) topics, business practices, and intervention strategies, as well as contributes new knowledge to the field.
- Provide critical support to students, ensuring their dissertation research is methodologically sound and academically rigorous.
- Foster a supportive learning atmosphere that accommodates diverse learning styles and backgrounds, enhancing the educational experience for all students.

EDUCATION

The Chicago School of Professional Psychology, Chicago, Illinois

May 2013

Doctor of Psychology in Business Psychology

Dissertation: "The Big Five Personality Factors as Predictors of Graduate School Performance"

Cumulative GPA 4.0

The Chicago School of Professional Psychology, Chicago, Illinois

May 2010

Master of Arts in Industrial Organizational Psychology

Cumulative GPA 3.9/4.0

Ohio Wesleyan University, Delaware, Ohio

May 2008

Bachelor of Arts

Major: Psychology, Minor: Economics Management

TECHNICAL SKILLS

- **Software and Programming -**
 - Expert understanding of the following programs: SPSS, Microsoft Suite including Excel, Word, Access, PowerPoint, Publisher, Project, SharePoint including administration, Tableau, Alteryx data modeling and workflow development.
 - Expert proficiency in Linux Bash Shell for automation and scripting tasks, along with mastery in Microsoft VBA and Microsoft SQL for comprehensive data manipulation and analysis. Highly skilled in Python and R programming languages, employing advanced techniques for statistical analysis, machine learning, and data visualization in complex Data Science and engineering projects.
- **Psychological Assessments** – Trained in administering and evaluating feedback for the 16PF, DiSC, Conflict Dynamic Profile, Big Five Inventory, NEO-FFI, and Wonderlic Cognitive Ability Test.