



Elisabeth Bailey

AI and Analytics Leader · Salesforce Data Cloud

Joplin, Missouri · Open to remote

liz.bailey@mail.com

[linkedin.com/in/elisabeth-b-](https://linkedin.com/in/elisabeth-b-8344a715)

8344a715

Analytics leader with more than twenty years turning complex business problems into data products, predictive models and decisions across healthcare, higher education, e-commerce and financial services. Reed College economist and Amazon inventor who builds the platform, the model and the explanation, and presents the result plainly to executives and clinicians.

Experience

Data Science Consultant

Sep 2025 – Present

Jax Consulting

- Delivers AI, analytics and customer data work in complex CRM and cloud environments: Salesforce Data Cloud, Einstein Studio and Marketing Cloud.
- Designs unified profiles, identity resolution, API ingestion and production customer segmentation.

Business Intelligence Engineer & Scrum Master

Sep 2023 – Present

Coalition for the Common Good · Antioch University

- Configured Salesforce Data Cloud, designed API ingestions across enrollment, marketing and student-success systems, and built a Student 360 profile feeding Marketing Cloud segmentation.
- Designed segmentation and A/B testing associated with an estimated 3.5% lift in submitted applications.
- Built the university's first machine learning model, including its first Einstein Studio model; led tuition elasticity and regional workforce-gap modeling.
- Moved critical jobs to a remote virtual machine environment and built cross-silo pipelines in SQL and Tableau Prep.
- Introduced Agile Scrum, Jira and Confluence to a team with little formal delivery structure.

Senior Business Intelligence Analyst

Apr 2022 – Mar 2023

Whitepages

- Re-engineered marketing attribution and fraud analytics pipelines in Python, Snowflake, PostgreSQL, dynamic SQL and Tableau for rapid variable testing.

Results

3.5%

lift in submitted applications at Antioch University

Days → hours

weekly ACG risk-adjustment runs

Expertise

Salesforce

Data Cloud, Einstein Studio, Marketing Cloud, Customer 360, identity resolution

Modeling and AI

Machine learning, propensity models, A/B testing, econometrics

Data

SQL Server, T-SQL, Snowflake, PostgreSQL, Tableau, Python, R, SAS

Population health

Johns Hopkins ACG, risk adjustment, value-based care

Leadership

Certified Scrum Master, analytics translation, portfolio management, mentoring

Database Programmer · Healthcare Data Analyst II Sep 2019 – Nov 2021

DataSmart Solutions (now Chordline Health)

- Integrated the Johns Hopkins ACG risk-adjustment model into a SQL Server pipeline with crosswalk tables and a queue-based, multi-threaded framework, cutting run times from days to hours.
- Worked with payer and provider clients to turn ACG risk markers into care-management strategies.
- Healthcare data engineering in T-SQL and SQL Server stored procedures.

Insights Analyst, Sales May 2016 – Oct 2017
Avvo

- Propensity-to-buy and sales attribution models in Python.

Senior Business Intelligence Engineer Feb 2012 – Apr 2015
Amazon · Seller Recommendations

- Partnered with engineers on machine learning models predicting merchant sales opportunities, product demand and fulfillment placement. Amazon Inventor Award for recommendation-model work.

Senior Data Analyst Mar 2010 – Feb 2012
Monster Worldwide

- Econometric models forecasting consumer response to online offers; automated revenue reporting; lead-inventory optimization with demographic targeting.

Earlier experience

Business Intelligence Analyst, CDK Global. Marketing performance reporting in PostgreSQL, SQL, R and Python.

Information Technology Specialist 5, Washington State Department of Transportation. Ran the IBM Cognos reporting platform and led metadata modeling for the state data warehouse.

Manager of Data and Analytics, TradeKing.com (2006–2007) · **Scorecard Analyst**, Morgan Stanley (2004–2005).

Education

Reed College, Portland, Oregon
B.A. Economics, 2000

Ford Family Foundation Scholar:
full scholarship, Opportunity
Program Class of 1997

Publication

Co-author, “Can Open Spaces Be Self-Financing?” *Choices* 15, no. 2 (2000): 1–3. Published under a former name.

Honors

Amazon Inventor Award

Certified Scrum Master · SAS
Programming Levels 1 & 2