

Carter Crouch

Senior Data Science & Analytics Engineer

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10+ years of experience using data and technology to drive **operational efficiencies**, accelerate **revenue growth**, and enhance **product performance** with expertise in **AI, GTM, & ad-tech** teams. Recently building data products for frontier AI training.

TECHNICAL SKILLS:

Languages	Python • SQL
Data Engineering	Airflow / MWAA • AWS Glue • BigQuery • dbt • n8n • RDS • Redshift
Analytics & BI	Airtable • Excel • Jupyter • Looker • PowerBI • QuickSight • Tableau
Cloud & DevOps	AWS (S3, Lambda, IAM, SageMaker) • Docker • Git • VS Code
AdTech / MarTech	Amazon DSP • Anaplan • DoubleClick (DCM, DBM) • Salesforce • Shopify

EXPERIENCE:

Fellow at Startup Village • Los Angeles, CA March 2025 – Present

- Mentor founders on GTM analytics and data-driven decision-making
- Engineer agentic systems with Claude, MCPs (AirTable, Perplexity) & RAG for pitch automation and deal analysis
- Founded Bountify.ai — built data products for AI training, including transforming raw datasets into RL trajectories
- Led partnerships between frontier AI labs and data owners, structuring data licensing and monetisation frameworks

Career Sabbatical April 2024 – March 2025

- Took a planned sabbatical after 10 years in data analytics and BI supporting advertising products

Amazon

Senior Analytics Engineer (Advertising Sales) • Santa Monica, CA October 2019 – April 2024

- Led data strategy and engineering for planning tool adopted by global sales force (0 to 1,000+ users) underpinning decisions on \$10bn/yr. Built 10TB/day Redshift, Airflow SQL pipelines with >99% uptime, led data cleanup project
- Built global Amazon ad sales performance QuickSight dashboard with 1,000+ users and \$3mm/yr ops cost-saving
- Developed 50+ Airflow (MWAA) data lake pipelines with Scala-based unit-tests, cut manual QA 50% for global ops
- Designed reporting issue triage system and trained remote team of 20 resulting in \$200k/yr operational cost-saving

Senior Analytics Engineer (Advertising Product) • London, UK June 2016 – October 2019

- Built global weekly product metrics Tableau suite (VP to PM-level adoption) – 50+ metrics, supporting product growth from \$500mm to \$5bn/yr revenue. Used Python to clean & combine data from 5+ disparate product teams
- Modernised org-wide data culture by designing, engineering, and driving adoption of self-service Excel query tool (0 to 500 users, <30s average latency). Engineered backend TB-scale data warehouse using AWS Redshift, Lambda, Glue
- Designed and executed A/B testing methodologies for bidding algorithm updates on the DSP (>\$100mm daily spend), enabling early bug detection, updated best-practices, and revenue impact forecasting
- Delivered 6 hours training to 100 WW advertising stakeholders on SQL and self-serving data with CSAT score of 89
- Built a system that halved setup time for 90%+ of Amazon-managed programmatic ad campaigns

Solutions Consultant (Advertising Product) • London, UK January 2016 – June 2016

- Managed \$10mm+ delivery of European (UK, DE, AT, FR, IT, ES) programmatic advertising campaigns

Business Analytics Consultant at Infectious Media (acquired by Kepler) • London, UK August 2014 – January 2016

- Led incrementality A/B test vs. remarketing competitor, resulting in over £2M new business from global brand

EDUCATION:

BSc Mathematics - First Class Honours (UK; 4.0/4.0 GPA equivalent) September 2011 - May 2014

- **King's College London** with a year study abroad at **UC Berkeley** - Selected through UCEAP

FUN FACTS:

Lived off-grid for 3 months making tiny homes. Visited China for free. Founded ethical accessories brand. Built 300-member group reviewing Halo maps. Managed independent artist from 500 to 30k followers. Volunteer with senior center.