

Claire Wyatt

Education

Bachelor of Business Administration, Finance, Investments, and Banking, History, University of Wisconsin – Madison, Madison, WI.

Professional Experience

Manager, Data Visualization – Ovative/group (2017 – present)
Senior Analyst, Measurement and Activation – Ovative/group (2016 - 2017)
Equity Analyst – Arbor Capital Management, LLC (2014 - 2015)
Data Analyst – Arbor Capital Management, LLC (2012 – 2014)



Data evangelist and proud nerd. I take my work seriously, but don't take myself too seriously. I am passionate about helping people tackle big data and advanced analytics with confidence through building beautiful and functional data visualizations. I am even more passionate about contributing to positive company cultures and doing my part to make peoples' work lives awesome. Ask me about my space helmet or where I got my shoes.

Ovative/group is a measurement and activation firm focused on activating enterprise value through marketing, measurement, and technology services. As a Manager of Data Visualization at Ovative/group, I'm in charge of making mounds of data work for the client. This includes everything from determining the client's business needs, working with our Data Engineers to make sure the correct systems are in place, and finally focusing on building user centric designs. Our data is unique to the digital marketing world, in that we can tie online media touchpoints to instore customer data to allow our clients to make decisions based on a holistic view of their business.

As a startup, and as a new team within a startup, I am also driving our team's growth strategy and currently focused on what our plan is for the next 1-3 years.

My clients span multiple industries, including retail, healthcare, education, CPG, and hospitality; for companies with sales that range from \$250M to \$100B.

Personal Information

In my free time, I love to focus on living a super active and healthy lifestyle. In the winter, you'll probably find me on a mountain skiing. In the spring, summer and fall, you'll either find me on my road bike, or at the golf course. I also spend time working out at Solidcore, (a more intense version of Pilates), and cooking really good food.