

Growth Direction & Working Style

Analytics, AI tooling, and partner experience. For my manager and external readers: where I add the most value, how I collaborate, and the scope I am growing toward.

At a glance

- Intersections: analytics and BI, data products, AI-supported workflows, UX, partner-facing and internal operational experience
- Ship end to end: from problem-finding with users through data, logic, tooling, interface, and adoption
- Anchor example: Analyticado (internal analytics discovery hub; portfolio cites ~100 monthly active users and a large lift in engagement)
- Growth: broader ownership of analytics product and platform-style work; mentoring and coordination on the path to leading a small specialist team

One-minute read

I create the most value next to real users and operational problems, shipping data products, reporting, tools, and AI-supported workflows end to end across analytics, UX, and partner experience. Analyticado illustrates that approach: an internal analytics discovery hub that portfolio copy ties to roughly 100 monthly active users and a large lift in engagement, by shortening the path from question to trusted metrics and Looker explores. I work best with clear goals, trusted scope, fast feedback, and colleagues who treat teaching and reusable patterns as part of delivery. The role shape that would get the best from me is analytics product and platform-style ownership, growing through mentoring and coordination toward leading a small specialist team.

PURPOSE

This document summarises where I do my best work and how I work most effectively with others. It states the role direction I am growing toward and the kinds of opportunities, support, and scope that would help me create more value. It is meant to be useful for my manager and for external recruiters or hiring managers who need a quick, concrete read.

DIRECTION IN ONE PARAGRAPH

I create the most value when I sit close to real users and operational problems, then build practical data products, reporting, tools, and AI-supported workflows that make decisions faster and easier to trust. That work sits across analytics, tooling, AI, UX, and partner experience, usually delivered end to end rather than as hand-offs between disconnected steps. The direction I am growing toward is leading a small, high-skill team with complementary strengths so we can repeat that pattern at greater pace and scale.

WHERE I CREATE THE MOST VALUE

- Finding useful problems alongside users, operators, product teams, and partners, then framing success in terms of outcomes and adoption, not only deliverables.
- Building end to end across trusted data, business logic, tooling, UX, and rollout so solutions survive first contact with real workflows.
- Improving analytics discovery and self-serve access so people spend less time searching and more time deciding with confidence.
- Replacing manual or fragmented workflows with reusable systems, metadata where it helps, and clear patterns others can extend.
- Turning technical work into practical partner or operational impact: clearer reporting, fewer hand-offs, and tools that match how people actually work.
- Teaching, pairing, documenting, and codifying reusable patterns so teams move faster on the next problem, not

only the current one.

HOW I WORK BEST

I am strongest when analytics connects to tooling, product thinking, and user experience, not when it stops at one-off extracts or static decks alone. I do my best work with clear goals, trusted scope, and collaboration with people who are closest to the problem. I need room to ask whether the requested output is the right solution, then iterate with fast feedback loops after launch. A culture that values teaching, pairing, documentation, and reusable patterns matches how I lift quality beyond a single project.

Best conditions for me:

- Clear goals and trusted scope so I can pursue the right problem, not only the first ticket on the board.
- Regular access to stakeholders and users who can explain constraints, intent, and what "good" looks like in operation.
- Permission to challenge briefs constructively when a smaller change, a tool, or a different interface would serve the outcome better.
- Short cycles from build to feedback, and time reserved to improve what we already shipped rather than only starting the next thing.
- Recognition that pairing, docs, and shared patterns are part of delivery, not overhead.

EVIDENCE FROM RECENT WORK

Analyticado is the clearest example of the pattern above. I describe it as an analytics discovery and workflow-improvement product, not only a catalogue: it reduces friction between question and trusted answer by connecting people to curated knowledge, governed metrics, Looker explores, and the right next step in one guided flow.

The same portfolio entry that describes Analyticado cites roughly 100 monthly active users and about a tenfold increase in analytics engagement, which reflects adoption and usefulness rather than launch noise alone.

AI-supported and conversational paths sit alongside metadata and navigation so the experience stays practical for mixed technical audiences.

ROLE SHAPE I WANT TO GROW INTO

The exact title matters less than the scope. Labels that describe the thread well include:

- Analytics Product Lead
- Data Product Lead
- BI Platform Lead
- Analytics Engineering Lead
- AI and Analytics Tooling Lead
- Partner Experience Analytics Lead

The common thread is owning problems end to end, building tools and systems that improve how people find, trust, and use data, and scaling adoption and decision quality. Leadership, for me, is a direction of travel: I can already add value through mentoring, coordinating small workstreams, and owning delivery across disciplines; over time that can extend to formally leading a compact group with a shared charter.

TEAM SHAPE I WANT TO BUILD TOWARD

Over time I would like to help lead a small, high-skill group with complementary strengths. That is not management for its own sake. The business case is to multiply impact, improve delivery pace, and build partner-facing and internal tools that scale without constant heroics.

Complementary strengths would span:

- Data and analytics

- APIs and live-data integration
- AI experimentation and practical delivery
- UX, front-end, and product thinking
- Documentation, enablement, and adoption

WHAT I AM ASKING FOR NEXT

- Opportunities to own a meaningful partner or operational experience problem end to end, with success criteria we agree with stakeholders.
- Scope to build across data, tooling, AI, UX, and adoption in one thread rather than splitting those across unrelated queues.
- Access to stakeholders and users close to the problem so trade-offs stay grounded in reality.
- Room to invest in reusable patterns and shared tooling where they reduce repeat effort for the wider team.
- Pathways to mentor others, coordinate a small delivery slice, or lead a short-lived delivery group when the work benefits from a single owner.
- A regular career-development conversation so opportunities, stretch, and recognition stay aligned with this direction.

SUMMARY

I am most valuable where analytics becomes a better product experience, not only a reporting queue. I intend to keep building tools and workflows that improve decision quality and partner-facing and internal operations. The next step for me is broader ownership, clearer leadership scope through mentoring and coordination, and more end to end responsibility across the stack I have described. That is where I believe I can create the most value for the organisation.