

Brent Christensen

Data & Marketing Technology Executive

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SUMMARY

I build teams and data platforms that reduce costs, improve decisions, and drive customer growth. Led organizations of 30+, managed \$150M+ in annual media spend, and replaced a \$240K-a-year customer data platform with an in-house build. Fifteen years from financial reporting and data engineering to running marketing technology for high-volume consumer brands. Today that means the warehouse, the identity model, the metrics Finance reports against, and the evaluation program behind the company's AI assistant. I still write the SQL.

SELECTED RESULTS

\$240K/yr	CDP license fees eliminated with an in-house build	99.99%	Of 691,760 customer records in the identity model carry field-level provenance on every identity key
49/49	Test cases passing on the company AI assistant: every answer checked against governed metric rulings and reference SQL, re-run on every change	10	Engineers led today (director, data, web, app, QA); 30+ people led at Overstock, 11 of them engineers
17.7%	Identified-customer revenue growth vs 3.4% company growth	~\$750K	Unflagged spend identified by unifying one metric across four POS generations
\$150M+	Annual paid search budget owned at Overstock.com	100M+	Customer profiles in the CRM platform I ran

PROFESSIONAL EXPERIENCE

Senior Director, Marketing & Technology

Café Zupas · Sandy, UT · Fast-casual restaurant brand, 90+ locations.

Own the data platform, customer identity model, governed metrics, analytics, and marketing technology. Lead the ten-person engineering team (a director of development, two data engineers, web, app, and QA engineers): set priorities, run the weekly standups and sprint reviews, review the roadmap weekly.

- Own MarTech, CRM, loyalty, analytics, the data platform and attribution for an identified-customer revenue base in the tens of millions, through an agency-and-vendor operating model (Braze, SessionM, Optimizely, Google Ads, GCP).
- Built the AI-assisted analytics layer: hourly BigQuery marts exposed to Claude via MCP under least-privilege IAM, with version-controlled metric definitions and visible SQL.
- Set the company's measurement standards: influenced vs. incremental attribution, total vs. comp reporting, identity keyed on mapped IDs.
- Replaced a third-party CDP with an in-house build, saving \$240K a year, and rebuilt the pipelines behind real-time segmentation and triggered campaigns across email, SMS, push and app.
- Grew identified-customer revenue 17.7% YTD against 3.4% company growth; active customers up 14.6% to 550K; repeat orders up 19.4%.

Nov 2024 to Present

VP of Marketing and Technology

Billiards.com (Billiards.com, Pooltables.com, Darts.com) · Portland, OR (remote) · Multi-brand specialty retailer.

First data and technology leader for three acquired brands, reporting to the CEO. Built the data platform from scratch on Google Cloud; implemented NetSuite and migrated 14 years of order history across the three entities.

Nov 2022 to Nov 2024

- Reported to the CEO as executive owner of marketing, eCommerce, data and IT across three acquired brands. Ran two agencies and a paid budget that scaled past \$400K a month. Prepared board decks.
- Built the data stack from scratch on Google Cloud (warehouse, ETL, CRM, Looker) at zero license cost, with GA4, GTM and cross-channel attribution tying paid media, CRM and lifecycle journeys together.
- Migrated all three sites to Shopify, implemented NetSuite via Celigo across 50,000+ products and 14 years of order history, and moved email from Mailchimp to Klaviyo.
- Grew Billiards.com revenue 24% year over year and the other two brands 10% each while lifting Google ROAS from 2x to 5x in a rising-CPC market.

Senior Director of Marketing, Paid Search

Jun 2020 to Nov 2022

Overstock.com · Midvale, UT

- Owned the \$150M+ annual paid search and performance marketing P&L supporting \$900M+ in revenue.
- Sustained growth through record 100% growth periods, then beat plan after the company pivoted from growth to profitability.

Senior Director, Product Marketing

Sep 2018 to Jun 2020

Overstock.com · Midvale, UT

- Created and staffed a cross-functional product marketing organization; raised major campaign execution productivity 25%.
- Integrated loyalty, financial services and CRM into the core marketing programs.

Director of Email and CRM

May 2016 to Sep 2018

Overstock.com · Midvale, UT

Hired and led a 30+ person organization, including eleven engineers (a director and two senior developers), that built and ran the CRM platform behind a 100M+ profile database; owned deliverability, suppression, and consumer deletion requests.

- Ran the marketing cloud RFP and the Oracle Marketing Cloud (Responsys) implementation; delivered double-digit top and bottom line growth.
- Led enterprise CRM strategy across a 100M+ profile database and 75+ lifecycle campaigns; managed 30+ people across software development, analytics and marketing operations.
- Featured speaker, Email Insider Summit 2017.

Manager, Data Services & ETL

May 2015 to May 2016

Graduation Alliance · Salt Lake City, UT · EdTech.

- Managed the BI and ETL team delivering reporting and integrations (SQL, SSIS, SSRS) across disparate school district systems.

Manager, CRM, Lifecycle Email Marketing & Analytics

Jan 2013 to May 2015

Overstock.com · Salt Lake City, UT

- Ran lead generation, direct mail and email at \$300M+ a year; managed 80M+ lead CRM segmentation, product recommendations, 50+ lifecycle campaigns and all direct marketing reporting and ETL.
- Drove 72% of company growth in 2014.

EARLIER CAREER

- Data Engineer, Implementation, Domo (2012 to 2013)
- Financial Reporting & BI Developer, Overstock.com (2010 to 2012): SQL behind month, quarter, and year-end close; SOX reporting.
- BI Analyst, England Logistics (2009 to 2010)
- Data Analyst, JetBlue Airways (2005 to 2007)

BLYNC DIGITAL (FOUNDER & BUILDER, 2025 TO PRESENT)

An AI-powered Google Ads platform for local service businesses. Connect an account, get an audit that puts dollar figures on wasted spend, then let an AI advisor that reads your real data run the account with you.

- Blync, a Google Ads agent that monitors, analyzes, recommends and (with approval) performs changes to client accounts using natural-language system prompts and GAQL.
- Offline conversion ingestion: success events pulled from BigQuery and pushed back to Google Ads through the ConversionUploadService, so bidding optimizes on revenue instead of form fills.
- Multi-domain goal management and automated bid adjustments for underperforming keywords, with every change logged for audit.
- A lead-gen website builder and site chatbot for local service businesses, with a weekly approve-by-email social posting workflow for clients.

TECHNOLOGY

Data platform & AI: GCP, BigQuery (scripting, transactions, partitioning, INFORMATION_SCHEMA forensics, authorized views), Cloud Run, Cloud Scheduler, IAM, Looker, advanced SQL, Python, Node.js, R, Git/GitHub, Talend, SSIS/SSRS, Claude & MCP, versioned evaluation sets, decision ledgers

Identity, CRM & engagement: identity resolution, survivorship, field-level provenance, Braze (Certified Technical Architect), Responsys, Klaviyo, Mailchimp, Salesforce, SessionM, GA4 BigQuery export, server-side GTM, Meta CAPI

Media, commerce & ERP: Google Ads & Google Ads API, Merchant Center, Meta Ads, Criteo, Shopify, NetSuite, Celigo, Stripe

Leadership & governance: data roadmaps, vendor RFPs and build-vs-buy, attribution and measurement standards, consumer deletion and CCPA handling, least-privilege IAM, P&L ownership (\$150M+), teams of 30+, board reporting

EDUCATION, CREDENTIALS, SPEAKING

- MS, Information Systems, University of Utah, David Eccles School of Business (2014)
- BA, Business Management, University of Utah, David Eccles School of Business (2008)
- Braze Certified Technical Architect (2025)
- Featured speaker, Email Insider Summit (2017)
- Languages: English (native); Spanish (professional working proficiency)