

Christopher B. Carlson

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EDUCATION

University of Southern California (USC) - Los Angeles, CA
Master of Science • Applied Data Science

est. May 2025

Pepperdine University - Malibu, CA
Master of Business Administration (MBA) • Digital Innovation & Information Systems

Class of 2022

California State University - Fullerton (CSUF) - Fullerton, CA
Bachelor of Arts • Business Administration - Information Systems & Decision Science

Projects

Information & Process Systems - E2B Project

- Collaborated with cross-functional teams to develop and implement incident response plans, resulting in a 60% improvement in average incident resolution time.
- Led the implementation of a new risk assessment framework, reducing the average time to identify and remediate security vulnerabilities by 40%.
- Developed and executed comprehensive training program for team members, resulting in a 90% increase in adherence to ISO 27001 guidelines and ensuring successful preparation for SOC2 audit.
- Developed and executed a comprehensive roadmap for strategic data initiatives, utilizing agile principles, resulting in a 20% increase in team productivity.

Marketing Management - E2B Project

- Developed and executed a comprehensive multi-year product and marketing plan, resulting in a 10% increase in market share within the first year.
- Implemented targeted marketing campaigns based on identified demographics, resulting in a 15% increase in customer engagement and brand awareness.
- Implemented data-driven decision making processes, utilizing advanced analytics tools to track and analyze campaign performance, resulting in a 20% improvement in ROI.

Predictive Analytics

- Implemented advanced propensity modeling techniques on marketing data, resulting in a 20% increase in program allocation accuracy.
- Utilized statistical analysis to identify key customer segments and allocate resources accordingly, leading to a 10% increase in customer acquisition.

PROFESSIONAL EXPERIENCE

Infosys – InStep Global MBA Intern

Summer 2022

- Conducted comprehensive market research and analysis of industry segments to identify potential growth opportunities, resulting in the identification of 3 high-potential segments with an estimated revenue increase of 20%.
- Collaborated with client leadership team to create strategic partnerships with key industry players, resulting in a 30% increase in market share within targeted industry segments.
- Developed and executed a comprehensive marketing plan to increase adoption of the (B2B) SAAS offering, resulting in a 30% increase in customer acquisition within the first quarter.

Security Professional

June 2014 – Sept. 2017

Universal Protection Service - Santa Ana, CA

- Conducted comprehensive analysis of access control systems, identifying key patterns and trends in traffic and usage data. Developed monthly reports highlighting actionable insights, resulting in a 15% reduction in unauthorized access incidents.
- Implemented proactive measures to enhance security protocols, resulting in a 20% decrease in average response time to security breaches.
- Resolved customer issues by implementing a streamlined process for open dialogue and single point resolution, resulting in a 40% decrease in average resolution time.
- Trained and mentored 4 colleagues and 2 managers, resulting in a team that consistently exceeded customer expectations by achieving a 95% customer satisfaction rating.
- Identified pain points in existing customer experience processes and implemented new strategies, resulting in a 20% increase in client satisfaction ratings.

Project Manager

May 2005 – Jan. 2014

Sterling Pacific Corp - Corona, CA

- Managed and optimized an annual operations budget of \$1M, resulting in a 40% reduction in operating expenses through strategic coordination of construction and repair efforts.
- Streamlined project timelines and resource allocation, leading to a 20% increase in efficiency and a decrease in project completion time by 15%.
- Implemented proactive maintenance strategies that reduced emergency repair costs by \$50K annually, improving overall budget forecasting accuracy.
- Collaborated with cross-functional teams to identify areas of improvement within existing floor plans and successfully implemented changes that resulted in a 20% decrease in tenant turnover rate.
- Increased tenant retention rates by 10% through proactive engagement and regular check-ins, creating personalized solutions to address their unique needs and concerns.
- Modernized document systems by implementing cloud-based storage and collaboration platforms, resulting in a 30% reduction in document retrieval time.
- Developed and executed a comprehensive client communication strategy, resulting in a 15% increase in client retention and reducing customer churn rate by 10%.
- Coordinated with architects, engineers, and contractors to successfully complete 10 commercial construction projects within budget and on schedule, resulting in a 100% client satisfaction rate.
- Collaborated with cross-functional teams to identify underperforming properties and develop targeted action plans, leading to a successful turnaround of 5 properties and an increase in occupancy rates by an average of 20%.

Office Assistant / Property Maintenance

Oct. 2003 – May 2005

Sterling Pacific Corp - Corona, CA

- Performed regular maintenance and repairs on commercial properties, including demolition, framing, drywall installation, finish plumbing, and light electrical work.
- Maintained accurate and up-to-date records of rental activity, including tenant leases, payments, and move-in/move-out dates resulting in a 100% compliance rate during property audits.
- Assisted with property maintenance tasks such as coordinating repairs and conducting inspections, resulting in a 20% decrease in tenant complaints.

SKILLS & CERTIFICATIONS

Certifications:	Project Management Professional (PMP)	#2687689
	Professional Scrum Master I (PSM I)	#495520
	ITIL v. 4 - Foundations	In Progress
	Six Sigma Green Belt	#2279558
	Lean Process Certificate	#3064149
	Product Led Growth	