

Profile

Baseball analytics builder and former President/GM with an **M.S. in Data Analytics (4.0)** and 15 years running professional sports front offices. Builds models and tools in **Python, R, and SQL**, from a 2.5 million pitch analytics app to a minor league attendance forecast tested on a season it never saw. Career-long track record of turning data into decisions that coaches, staff, and ownership act on the next day.

Baseball Research & Modeling

- ◆ Pitch-level data from the MLB Stats API, regression and hierarchical models, random forest, and forecasts validated on seasons the model never saw.

Programming & Automation

- ◆ Python, R, SQL, Git/GitHub, Streamlit, R Shiny, and Tableau, with AI tools and LLM APIs built into daily workflows.

Translating Analysis into Action

- ◆ Turns complex findings into plain recommendations for the people making the call, a skill built over 15 years on the decision-making side.

Managing Projects Under Deadlines

- ◆ Built and shipped a full software product solo while running a business, and ran game-day operations across a decade of seasons.

Analytics Experience

Founder | Playsheet – Coraopolis, PA, 2025 to Present

- **Demand Modeling:** Built a game-by-game attendance forecast from 38,000+ minor league games (2022 to 2026) using fixed-effects regression with team-level adjustments shrunk toward league norms. On a held-out season it cut typical forecast error from 28% to 17% versus last year's average.
- **Promotion Research:** Measured promotion effects across nine MiLB clubs' schedules, separating real lifts (fireworks, education days) from noise, and revised early findings as more clubs were added.
- **Product Build:** Designed and built the full platform solo (TypeScript, PostgreSQL), using Git/GitHub and AI-assisted development to ship new features weekly.
- **Decision Support:** Turned model output into plain next steps for staff: a demand tier and a recommended action for every game.

Baseball Analytics Researcher | Independent – Pittsburgh, PA, 2023 to 2026

- **UVI Analytics App:** Built a Python/Streamlit app covering 2.5 million+ pitches, fed by an automated daily pipeline from the MLB Stats API, with an AI question feature built on the Gemini API.
- **Player Value Metric:** Designed the Unified Value Index, a single player-value metric with leaderboards, player profiles, and a role selector.
- **Win Total Predictor:** Built a random forest model of MLB season wins in R and deployed it as an interactive Shiny app.

Driver | Uber – Coraopolis, PA, 3/2020 to Present

- **Personal Data Project:** Tracked and analyzed 25,549 trips and 158,940 miles of personal driving data to forecast earnings and plan when and where to drive. Analysis published on GitHub.

Front Office Leadership

Vice President of Sales | Lancaster Barnstormers – Lancaster, PA, 1/2020 to 3/2020

- **Sales Leadership:** Led and motivated the professional baseball ticket sales team, doubling outbound sales volume within two months through aggressive goal-setting and mentoring.

- **Data Modernization:** Spearheaded the implementation of a new data collection and reporting system, providing executive-level visibility into sales trends and revenue forecasting.

President | Texas Revolution – Frisco, TX, 8/2012 to 5/2018

- **Sustainable Growth:** Captured a 90% season ticket holder retention rate and drove consistent year-over-year growth in both revenue and attendance over six seasons.
- **Revenue Excellence:** Sourced and secured major corporate partnerships while maintaining oversight of all revenue-generating departments.
- **Accolades:** Earned **Executive of the Year** (2016) and **Franchise of the Year** (2016) while securing three **Game Operations of the Year** awards.

Director of Team Services | Indoor Football League – Richmond, VA, 8/2011 to 3/2012

- **League Consulting:** Directed operations for a 22-team league, providing executive consulting on hiring, ticket sales, and operational efficiency.

General Manager | Richmond Revolution – Richmond, VA, 8/2009 to 8/2011

- **Franchise Launch:** Orchestrated the full-scale launch of a new professional football team, achieving profitability in the inaugural season.
- **Attendance Success:** Filled 60% of arena capacity via pre-season sales and achieved 103% total capacity for the season with eight home sell-outs.
- **Accolades:** Earned **Franchise of the Year** (2010) and **Media Relations of the Year** (2010)

~ Prior experience as Vice President of Operations for Allen Wranglers, Director of Marketing & Promotions with Odessa Roughnecks, Box Office Manager with Columbus Catfish, Account Executive with Pensacola Ice Pilots, and Outbound Sales Representative with Pittsburgh Pirates. ~

Awards

Franchise of the Year (2010, 2016) | Executive of the Year (2016) | Game Operations of the Year (2008, 2009, 2016, 2017, 2018)

Education

Master of Science in Data Analytics, GPA: 4.0 | Robert Morris University – Coraopolis, PA, Graduated 12/2024
Courses: Database Management Systems, Big Data Technologies, Data Mining, Python Language & Programming, Applied Machine Learning (ML)

Master of Science in Sports Management, GPA: 3.89 | Liberty University – Lynchburg, VA
Courses: Sports Finance & Accounting, Sports Leadership, Sports Law, Sports Ethics, Sports Research

Bachelor of Science in Marketing Management | Grove City College – Grove City, PA

Certification

Google Data Analytics Certification | Google Ads Certification | Google Generative AI Intensive