

Marty Smithson

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Decision-Systems / Company OS Operator

Title: Head of BI & Performance Marketing · Reports to CEO · Certified metrics · Reconcile-before-decide

SUMMARY

Head of BI & Performance Marketing at Black Clover USA (~\$45M apparel), reports to CEO. Builds the company OS—separate metric systems, single-owner certified metrics, locked definitions, NetSuite identity, and Cloud Run desks built for cost, with numbers reconciled before any call. Prior: CMO analytics desk (Nutricost); concurrent since 2020, McFly decision-systems desks. Measurement (Meridian/GeoLift) only when the call is causal.

EXPERIENCE

Head of Business Intelligence & Performance Marketing

Black Clover USA · Feb 2025–Present (~18 months) · Reports to CEO

- Separate metric systems (Wholesale Decision Net · Partner portal · Cash MER): single-owner certified metrics, locked metric definitions, NetSuite retail net-sales identity—not ad-platform conversions. Numbers must reconcile before any CEO decision.
- Leadership reporting stack: Apps Script + BigQuery; Snowflake, dbt, Airflow → NetSuite; R / SQL / Python; Looker (and other BI); Cloud Run when the desk must ship as an app.
- Replaced Domo full-warehouse workloads with Google Cloud Run (~\$20K/mo savings)—same decision desks, built for cost.
- Partner portal built for cost on Google Cloud Run for ~50 portal users (execs, rep leads, reps—not headcount): live NetSuite, tiered access, CRM-style messaging; peak concurrent load held inside the cost cap without dropping the desk.
- Player-coach operators (social, design, intl paid leads)—not analytics MoM; lead analytics myself and partner with leadership.
- When a causal call is required: Meridian Bayesian MMM and GeoLift geo-holdouts/RCTs; present → allocate; below cash MER break-even, cut.

Performance Marketing & Analytics Lead

Nutricost · Aug 2024–Feb 2025 (~7 months) · Reports to CMO

- Built the CMO analytics desk: MTA, LTV, and cohorts in BigQuery (SQL / R); GA4 and Looker Studio—certified contribution beyond last-click.
- Robyn MMM + GeoLift when platforms claimed the same order—test decided the call, not last-click. Presented to CMO.
- Organized the data portfolio for 13 unique sub-brands under Nutricost.
- Built the full data warehouse + advertising data science analysis station so executives could see profit margins and COGS. McFly Ads (CEO since 2020) stayed concurrent evenings-compatible through this seat.

CEO

McFly Ads · Apr 2020–Present · Concurrent (evenings-compatible; company did not pause)

- Decision-systems desks for named brands: certified metrics (~\$10K Looker/Tableau), retail command centers, locked metric definitions. Operators got readouts that drove decisions.
- Named brands include Marksman Construction, Malama Solar, Stretch Labs, Kin Home, +6 more. McFly Analytics (mcflyads.com): cash MER + Shopify-API LTV.

SKILLS

Systems: Certified metrics · Single-owner metric defs · Locked metric defs · Reconcile-before-decide · Semantic / identity layer · Built for cost

Tools: SQL · Python · R · Snowflake · BigQuery · dbt · Airflow · Apps Script · Looker · Tableau · NetSuite · Cloud Run · Meridian / Robyn / GeoLift (when causal)

EDUCATION

Utah Valley University — Bachelor of Science (Data Science and Statistics emphasis)