

# Keith L. Penney

Telephone: (901) 603-2906  
E-mail: klpenney@bellsouth.net

11208 Alexandria Dr.  
Frisco, TX 75035

## CAREER GOALS

- To “push the envelope” in the creative application of sound “Business Science” to create an unparalleled customer experience for both internal and external consumers
- To leverage my significant experience and expertise in analysis, data modeling, and development of innovative and user-friendly Business Intelligence systems
- To drive unmatched quality and speed-to-market and to provide word-class service and marketing intelligence that is in balance with corporate strategies and profit goals
- To drive and champion integrated and data-driven initiatives, processes, and programs that deliver measurable and financially impactful results

## EXPERIENCE

**FedEx Service - June 2014 – Present**

**FedEx Express – June 1997 – May 2014**

**Corporate Marketing Analyst Advisor**  
**Senior Engineer Systems Analyst**  
**Program Management Specialist**  
**Senior Segment Marketing Specialist**

- Business Intelligence design and implementation via LEAN rapid prototyping method / Internet of Things data integration design
- ETL data modeling in development of dashboards, scorecards, visualization, and analyses using Alteryx w/Spatial, w/Data, w/Automation, SAS EG, Tableau, and Microsoft Office Suite: PowerBI, PowerPivot, SharePoint and Excel
- Alteryx Inspire: 2015 Beginner, 2016 Server, 2017 Advanced and SupportView
- Customer name standardization, household/address standardization, geocoding, demographic analysis, firmographic analysis, overlap, and trade area analysis
- Direct marketing and research contact for mail, telephone, and e-mail campaigns
- Subject Matter Expert, developer, and project manager for Service Quality Index metrics
- Oversaw qualitative and quantitative customer research and account segmentation
- Project lead for pioneering multivariate predictive modeling utilizing record-by-record neural-net scoring techniques and innovative “house-hold” nested modeling

## Recognition

- Judge for the Houston AMA Marketer of the Year and Crystal Awards – 2012-2017
- Rising Star Award for outstanding results in marketing – 2015 / 2016
- Service Agent Centralization Launch Team – 2008 / 2010
- WSC to Kinko’s conversion Launch – 2006 / Kinko’s “Day One” Launch - 2004
- “Outstanding Performance” in Operations and “Excellence in Marketing”

**Faculty Practitioner – School of Business, Webster University – 2003-2011**

- Marketing Management – MRKT 5000 (MBA level)
- MIS/IT Survey – BUSN 6080 (MBA level)

**Instructor – Fogelman College of Business, University of Memphis – 1999-2003**

- Marketing Management – MKTG 7060 (Graduate level)
- Market Research – MKTG 4080 (Undergraduate level)
- Principles of Marketing – MKTG 3010 (Undergraduate level)

**Teacher – Oxford University School (Middle and Lower School) – 1995-1997**

- Teacher, technology coordinator, and network administrator

**Assistant Manger – G. H. Bass Company – 1995-1997**

**Men’s Department – Goodies Department Stores – 1994-1995**

- Managed 10 employees and cash management
- Retail soft-goods, clothing, and shoes

**Licensing Agent – Copyright Management, Inc. – 1992-1994**

**Manager – Publishing Division, Benson Music Group – 1986-1992**

- Developed data warehouses to track legal documents and account receivables
- Oversaw royalty payouts to artist, authors, and composers
- Planned and implemented copyright licensing system and administered database
- Created automated document imaging, indexing, storage, and retrieval systems

## **EDUCATION**

**MBA – University of Mississippi - Oxford—1997**

Marketing and Information Systems emphasis

- GPA: 3.7
- Palmer Graduate Assistantship - Full scholarship and stipend (1995-1997)  
Campus wide marketing of Career Services and Development
- Sterns, Agee & Leach: Wall Street Investment Team (1996-1997)  
Chairmen and MBA mentor to undergraduates
- Ole Miss MBA Mentor initiative 2010-2013

**BBA – Belmont University - Nashville—1986**

Music Business with marketing emphasis

- GPA: 3.4 - Cum Laude Honor Graduate
- Music Business Student of the Year (1986)
- NARAS – Brenda Lee Merit Scholar (1986)
- Work study assignments:
  - Team leader - Grounds Keeping Department
  - Staff Audio Engineer - Belmont Studios
  - Producer or first engineer on various projects
  - Intern – *Blanton*-Harrel Management, Bullet Studios, and Omni Studios
- S.A. Sapaugh scholarship
- Key Club Texas/Oklahoma scholarship
- Texas High School UIL drama scholarship / 2 time State Champion One-Act-Play