

Chris Albert Baker, MBA

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SUMMARY

Analytics and finance leader with experience spanning enterprise business intelligence and FP&A, supporting executive planning and capital allocation in complex, multi brand organizations. I operate at the intersection of analytics execution and financial judgment, helping senior leaders understand performance drivers, forecast outcomes under uncertainty, and allocate capital more effectively. My work emphasizes KPI ownership, forecast integrity, and replacing fragmented reporting with durable systems used in planning, budgeting, and performance management.

CORE STRENGTHS

Executive reporting | FP&A planning and forecasting | KPI ownership | Decision support | Revenue and margin analytics | Data quality and governance | Senior stakeholder partnering | Power BI | SQL | Excel | Python

EXPERIENCE

Consumer Insights Manager

Neighborly | Richmond, Virginia | Apr 2022 - Jul 2025

Led enterprise analytics and performance measurement supporting executive planning, FP&A, and ongoing performance management across 16 brands and more than \$3B in system revenue. Owned core KPI definitions, governance, and reporting used in budgeting, forecasting, and investment decision making. Partnered closely with Finance, Marketing, and Operations to replace ad hoc analysis with standardized dashboards and financial models. This work improved forecast credibility, reduced metric disputes, and supported multimillion-dollar annual investment decisions through a single, trusted view of performance.

Business Intelligence Manager

Southern States Cooperative | Richmond, Virginia | May 2019 - Apr 2022

I owned business intelligence and performance reporting for a \$300M retail and agribusiness organization, supporting financial planning, merchandising, and executive leadership. My work focused on pricing, margin, inventory, and store profitability analysis, improving visibility into margin erosion and working capital drivers and guiding pricing and assortment decisions. I also standardized KPIs and forecasting logic, reducing manual analysis and improving alignment across finance and operations.

PRIOR EXPERIENCE

Model Risk Management Intern

Charles Schwab | Denver, Colorado

Whitewater Rafting Guide

Riverside Outfitters | Richmond, Virginia

EDUCATION

Master of Business Administration – William and Mary

Bachelor of Science, Psychology – Virginia Commonwealth University