

# John A. Wilson

Data Consultant

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## SUMMARY

Seasoned analytics leader with 10+ years of data analytics and analytics engineering experience, specializing in senior living, healthcare, and hospitality. Proven record delivering solutions (BI, ERP, EHR integration and migrations) that support decision-making and drive value.

**Healthcare • Data Analytics • Senior Living • Data Engineering • Consulting**

## EXPERIENCE

**TERLINA SYSTEMS**, Nashville, TN 2024 to Present

*Analytics services for healthcare, hospitality, and senior living industry clients.*

### **Data Consultant/Founder**

Founded data consultancy to bridge the gap between care operations and the executive decision-making.

- Delivered database migration for large healthcare client, reducing licensing costs by thousands of dollars.
- Advise start-ups and mid-sized organizations on workforce analytics to optimize staff retention and labor.

**BROOKDALE SENIOR LIVING**, Nashville, TN 2017 to 2025

*Nation's largest senior care company (~600 communities; NYSE: BKD).*

### **Director, Advanced Analytics**

Scaled analytics function for senior housing business, managing a team of five.

- Managed Tableau environment for the executive team with 30+ dashboards, unlocking new insights.
- Architected a predictive marketing model that increased sales conversion rates by 3%.
- Created a pricing system to serve rates to 600+ community websites, generating 150k views per month.
- Started as manager; quickly promoted after developing an HR dashboard that improved retention by 5%.

**IDEMIA**, Nashville, TN 2014 to 2017

*\$2B global leader in biometrics and IT security; provider of healthcare worker credentialing and TSA PreCheck.*

### **Manager, Business Analysis**

- Managed data warehouse for TSA PreCheck and other state healthcare worker credentialing programs.
- Led digital transformation efforts, automating financial reports for over 1,200 fingerprinting locations.

## EDUCATION

**MBA**, Vanderbilt University Owen Graduate School of Management, *Finance and Strategy* 2015

**Bachelor of Arts**, Occidental College, *Diplomacy and World Affairs* 2007

## AWARDS & PRESENTATIONS

**Speaker**, Nashville Tableau User Group; Data Team Design 2024

**Podcast Interview**, House of Data Podcast; Structuring Analytics Teams in Real Estate. 2023

**Podcast Guest**, Tech Trek Podcast; Establishing an Analytics Center of Excellence. 2022

**Conference Speaker**, Nashville Analytics Summit; Scaling covid analytics for senior care. 2021

## TECHNICAL SKILLS

Tableau • SQL • Python • R • Snowflake • DBT • Oracle • Fabric • SQL Server • AWS • Azure • Power BI  
Data Science • Data Engineering • Machine Learning • Agile • Artificial Intelligence • Vector databases • LLMs