

Rick Muldowney Joins Catalyst as Chief Analytics Officer

ROCHESTER, NY, USA, April 13, 2018 /EINPresswire.com/ -- Rochester, NY – Catalyst has hired Rick Muldowney, a noted retail marketing analytics leader, to be the agency's new Chief Analytics Officer.

"We're exceptionally proud that Rick has chosen to work with us," said Catalyst managing director Mike Osborn. "Rick brings more than 25 years' experience developing actionable, comprehensive marketing analytics for top companies, including GE Capital, Lowe's, PepsiCo, Subway, The Walt Disney Company, and Walmart. His knowledge of data architecture, predictive modeling and marketing program effectiveness and measurement is exactly what clients expect from Catalyst.

Most recently, Muldowney was the vice president of analytics and data science at Mobivity, a company that leverages detailed purchase data and communications platforms to improve business results by understanding, predicting and influencing consumer behavior. He earned his M.S. Degree in Mathematics and Statistics from Syracuse University.

Prior to joining Mobivity, Muldowney was the vice president of global analytics at Subway, where he built the new Analytics Center for Excellence and staffed, mentored and collaborated with a team of seven advanced degreed analytics professionals. He also led analytics teams at ToysRUs, where he was the vice president of CRM analytics and at GE Capital where, as vice president of analytics, he was responsible for all facets of the execution and analysis of credit lifecycle marketing for numerous credit card portfolios.

Muldowney will lead Catalyst's analytics team and spearhead their efforts to craft data stories that help solve the agency's clients' data-driven challenges.

"Maintaining a strong and deeply experienced analytics team is a key priority for us," Osborn said. "Data informs all of our strategies and customer insights. It is the core to everything we do here at Catalyst."

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