

# Thomas M. Massie, PhD



📍 Zurich, Switzerland

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## Profile

Senior Data Analyst with 6+ years transforming data complexity into strategic clarity. I've co-built data warehouses, democratized analytics access, and delivered insights across diverse domains. I combine analytical rigour with continuous learning, always staying current with emerging trends and technologies.

## Experience

📅 12/2023 – TODAY 📍 ZURICH, SWITZERLAND

### Senior Data Analyst CH Media / oneplus

- Built centralized BigQuery data warehouse and introduced Tableau as primary BI solution, reducing ad-hoc analysis requests by 50%
- Established comprehensive performance measurement framework for content effectiveness and customer analytics (churn, acquisition)
- Fostered data partnerships across 5+ business units, upskilling stakeholders in Tableau, Looker Studio, and data interpretation

📅 06/2021 – 11/2023 📍 ZURICH, SWITZERLAND

### Data Analyst comparis.ch

- Reduced article production time by 60% through coded templates; created 15+ interactive reports improving engagement by ~50%
- Developed self-service analytics tools for 4+ domain experts and established team-wide data governance framework
- Mentored new analysts and managed competing priorities across finance, real estate, insurance, and automotive domains

📅 06/2020 – 05/2021 📍 ZURICH, SWITZERLAND

### Professional Development & Training

Completed intensive bootcamps in **full-stack development** and **data science**.

## Experience

📅 06/2018 – 05/2020 📍 ZURICH, SWITZERLAND

### Data Analyst PwC (PricewaterhouseCoopers)

- Delivered 20+ analytics projects for M&A deals across multiple sectors in high-stakes environment with compressed timelines
- Built Tableau dashboards for C-level executives; automated processes with R/Alteryx reducing turnaround from days to hours
- Trained 40+ professionals in analytics tools and concepts through workshops and 1-on-1 coaching

📅 05/2012 – 09/2016 📍 ZURICH, SWITZERLAND

### Postdoctoral Researcher University of Zurich

Led SNF-funded research on predicting ecological responses to environmental change using mathematical modeling

## Education

📅 11/2020 – 05/2021 📍 ZURICH, SWITZERLAND

### Data Science & Full-Stack Development Constructor Academy

📅 01/2006 – 12/2012 📍 POTSDAM, GERMANY

### Ecology | Doctor of Philosophy (PhD) University of Potsdam

Grade: summa cum laude (with highest honours)

📅 01/2001 – 12/2006 📍 POTSDAM, GERMANY

### Biology | Master's degree (Diplom) University of Potsdam

## Languages

German  
English  
French

Native  
Full  
Elementary