

# BENIGNO LOPEZ

Associate Director – Business Intelligence

## PROFILE

Strategic Analytics Executive with 10+ years of experience driving multi-billion dollar revenue growth and operational efficiency through data science and automation.

## SKILLS / EXPERTISE

**Data Science & Programming:** Python, SQL, BTEQ, VBA

**Data Visualization:** Tableau, Qlik Sense, Looker

**Cloud & Databases:** Google Cloud, Microsoft SQL Server, Essbase

**Analytics Tools:** Bloomberg Software, SAP, Lean Six Sigma

## ACTIVITIES

Mentor – VZ Mentorship Program

Verizon ERG – SOMOS Latinx Comm.

Founded and ran Verizon Intramural Basketball league

## EDUCATION

Bachelor of Arts: Economics  
New York University | 2010

Graduate Certificate of Advanced Study: Accounting  
Seton Hall University | 2015

Certification: Certified Professional in Business Intelligence  
Villanova University | 2017

IBM Data Science Professional Certificate | 2021

## CONTACT

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## EXPERIENCE

### VERIZON WIRELESS

*Assoc. Director – Business Intelligence (Field Finance Analytics)*

FEB 2025 – PRESENT

BASKING RIDGE, NJ

- **Organizational Design:** Built the Partner Channel & Targets analytics function from the ground up to support the new Partner Channel sales and FP&A organizations
- **Enterprise Governance:** Architected the "Big 3" reporting pillars (Indirect Executive, Indirect Partners, and Aligned Performance) now used as the daily governance system for 5,000+ partner locations.
- **Revenue Protection & Forensic Analysis:** Executed deep-dive analyses on Waived Activation Fees and Agent Timestamps to identify leakage points and ensure top-line integrity.
- **Technical Roadmap Leadership:** Pivoted team strategy to adopt the Google Ecosystem (App Scripting/APIs) during GCP delays, effectively "pre-wiring" the department's architecture for cloud migration.
- **Business Continuity & Crisis Management:** Absorbed the full technical workload for the Target Setting and Load process following a Reduction in Force (RIF), ensuring zero disruption to field compensation and visibility.
- **Sales Impact:** Deployed automated reporting tools (VZEngage) that directly support strategic sales goals and provide real-time visibility for agent reps.

*SR. MANAGER – Data Reporting & Analysis (Digital Marketing & Base Management)*

FEB 2024 – FEB 2025

BASKING RIDGE, NJ

- **Team Leadership:** Led a high-performing team of data scientists dedicated to driving customer retention performance across the enterprise
- **Advanced Modeling:** Developed and deployed XGBoost-based forecasting models for FIOS and FWA, reducing annual forecasting labor by 200–300 hours while significantly enhancing prediction accuracy.
- **Product Management:** Oversaw a comprehensive portfolio of executive dashboards and automation projects, optimizing data accessibility and reporting efficiency for base management.

*Principal Engineer – Data Science (Digital Marketing & Base Management)*

SEP 2022 – FEB 2024

BASKING RIDGE, NJ

- **Retention Strategy:** Designed and implemented complex churn target models and performance metrics to improve long-term retention strategies.
- **Predictive Analytics:** Developed machine learning models for predictive customer behavior analysis, including churn segmentation, to provide data-driven insights for strategic decision-making.
- **Technical Architecture:** Managed data warehouse environments and engineered automated reporting solutions using Python, BTEQ, and Visual Basic.
- **Visualization:** Created sophisticated data visualizations and dashboards utilizing Tableau and Qlik to translate complex datasets into actionable business insights.

*MANAGER – BUSINESS INTELLIGENCE (Multiple Groups) | 2017-2022*

- **Strategic Impact:** Directed an ROI initiative driving \$1.3B+ in revenue growth and cost savings.
- **Performance Management:** Contributed to a \$22M+ Y/Y reduction in OC&C and deployed a tool driving 40k+ incremental gross adds.
- **Operational Excellence:** Established an Analytics Center of Excellence (CoE) to train and benchmark analytic skillsets across the enterprise.

*EARLY CAREER PROGRESSION | 2011-2017*

- **Verizon – Manager / Analyst:** Automated reporting suites to save 120+ man-hours weekly and provided foundational financial planning and variance analysis for Morristown-based teams.
- **Globe Tax Services – American Depository Receipts (2011–2013):** Managed international tax recovery for Swiss and Italian markets, coordinating with the Depository Trust & Clearing Company and global financial institutions to ensure successful cross-border transactions.