

About

Christa Rose is a trailblazer in the digital analytics field and has built analytics practice groups at some of the world's largest full-service agencies, as well as at cutting-edge data startups. She is the Founder and CEO of strategic marketing analytics agency Action Point Analytics LLC, and Founder and CEO of BEX Engine LLC, a reputation analytics technology startup.

- Client list includes Goldman Sachs, Deloitte, Coke, Accenture, AT&T, LG, AIG, Target, Heineken, HSBC, Estée Lauder Companies, TaylorMade Golf, Shell, General Mills, Big 10 NCAA Conference, Edelman, Hill+Knowlton Strategies, Rockefeller Foundation, Zappos and more.
- Leads cutting-edge data startup, bringing high-scale technologies in data integration, analytics and artificial intelligence to bear in corporate risk mitigation, reputation management, public issue tracking, audience identification and campaign activation.
- Speaker and subject matter expert on analytics for engagement, digital brand management, crisis mitigation in a social world and integration of business analytics.



Education

Master of Public Affairs

Lyndon B. Johnson School of Public Affairs, UT Austin

Specialization: Information, Innovation and Technology

Concentration: Nonprofit Studies

Bachelor of Journalism

Moody College of Communication, UT Austin

Emphasis: Digital Journalism

Research: Digital Design and Online Business Models

Leadership Roles

- Texas Nonprofit Leadership Conference Steering Committee Chair
- Director and Committee Chair on Texas Network of Youth Services Board of Directors
- International Accelerator Fast Pitch Competition Judge at SXSW Interactive Conference
- Speaker and supporter at PeopleFund Innovation Week and Austin Innovation Week
- Corporate Engagement Representative, Diversity Committee: Public Strategies, Inc.
- Individual Achievement Honoree: Dell, Inc., Spring 2010
- Eben Tisdale Public Policy Fellow at Information Technology Association of America
- Mentor for University of Texas Intellectual Entrepreneurship Program

Prior Experience

- Founder of Digital Analytics Practice as Vice President, Head of Global Digital Analytics at Hill+Knowlton Strategies (85 global offices, 200+ digital team members).
- Developed industry-leading big data analytics offerings for customer lifetime engagement as Vice President of Client Accounts at Sprinklr.
- Policy Lead on targeted advertising at Dell, Inc.

Professional Experience

Action Point Analytics LLC

CEO and Founder

February 2015 – Present

- Develop core product offerings: corporate strategy and master narrative, analytics and research, and integrated campaigns.
- Manage key client accounts including relationships, scope, resources, deliverables, timelines, budget and quality.
- Head firm's business development efforts including go-to-market strategy, thought leadership content and positioning.

BEX Engine LLC

CEO and Founder

January 2020 – Present

- Lead development of brand experience analytics platform, including product strategy, monetization and user experience.
- Manage relationships with funders, partners, industry advisors and clients.

Stan Richards School of Advertising & Public Relations; The University of Texas at Austin

Lecturer: Advertising Intelligence

January 2020 – May 2000

- Create learning experiences for graduate and undergraduate students to develop a skill set in analytics for advertising.
- Present course material, engaging students with discussions, case studies, data techniques and real-world applications.

Center for Professional Education; The University of Texas at Austin

Lecturer: Data and Analytics; Program Management

September 2016 – December 2019

- Present course material to professionals who are working to integrate data analytics into business operations.
- Develop curriculum for courses, ensuring that content is up-to-date and relevant in a fast-moving industry.

Blacklight Solutions

Vice President of Client Development

April 2014 – February 2015

- Defined and productized analytics solution offerings; created Runway Solutions integrating technology and services.
- Responsible for development of key client relationships and lead generation, increasing lead flow by 164 percent.

Sprinklr

Vice President of Client Accounts

March 2013 – April 2014

- Developed market-ready social business intelligence offerings; delivered analytics consulting services for key clients.
- Led team of account managers to ensure client satisfaction; built custom cross-functional executive analytics frameworks.
- Worked with technical team to lead development of best-in-class big data analytics platform, ensuring user optimization.

Hill+Knowlton Strategies / Public Strategies Inc.

Vice President, Head of Global Digital Analytics

March 2010 – March 2013

- Led firm's global digital marketing and measurement practice for premium crisis and brand management offerings.
- Created new social and digital analytics products, including Reputation Defender, PulsePoint and Pathfinder.
- Served as account lead for Fortune 50 financial services, audit, telecom, technology, energy and consumer clients.
- For 2012 produced \$2.2 million in global revenue and participated in business development wins totaling \$3.5m+.

Dell, Inc.

Global Government Affairs Specialist

January 2009 – March 2010

- Provided policy research and analysis for global team; led Targeted Advertising Roundtable to establish policy guidelines.
- Managed \$8.7 million budget and Political Action Committee; planned and hosted policymaker events.

Public Strategies, Inc.

Graduate Fellow

September 2008 – December 2008

- Researched and reported on strategic communications projects for a leading energy-producing company in Texas.
- Conducted ongoing media analysis on projects related to public affairs and corporate campaigns.

21st Century Project

Project Manager: Interactive Federal Budget

September 2008 – December 2008

- Researched best practices in application of interactive technology to the federal fiduciary process for transparency.
- Presented findings to legislators and developed proposal to build academic and industry support for a policy initiative.

Tech America (formerly ITAA)

Eben Tisdale Public Policy Fellow

June 2008 – August 2008

- Tracked and analyzed technology-related federal legislation, and attended and reported on Congressional hearings.
- Planned and coordinated Association's political events, including fundraisers and policy roundtables.
- Prepared white paper on behavior advertising for industry member and Association use in addressing Legislative issues.

Texans Care For Children

Communications Coordinator

August 2007 – June 2008

- Coordinated media outreach efforts, including CRM tools, email marketing strategy, media releases and Web optimization.
- Conducted Listening Tour and Advocacy Training with Legislators in communities across Texas.

College of Pharmacy; UT Austin

Administrative Assistant

November 2006 – June 2007

- Managed student records database, ensuring accuracy, privacy and security.
- Created presentations and outreach materials for faculty to use for speaking engagements.

CS Magazine

Layout and Design Coordinator

April 2004 – May 2005

- Completed magazine redesign, including page layout templates and graphic design for articles.
- Copy-edited articles and prepared layout for publication.

School of Nursing; UT Austin

Senior Office Assistant

October 2000 – May 2003

- Created and maintained student databases and developed records organization systems.
- Managed interoffice programs and prospective student outreach.

The Daily Texan Newspaper

Copy Editor

June 2001 – August 2001

- Edited articles for clarity, punctuation, spelling and AP style.
- Researched to confirm accuracy, wrote article titles.

Alstom ESCA Corporation

Intern

May 2000 – August 2000

- Assisted with management of reception function, including multi-line phone and coordinating security for visitors.
- Managed supply room organization, prepared presentation materials and ordered supplies.

Expertise

Brand Marketing and Advertising

- ✧ Serial entrepreneur and founder
- ✧ Leadership of Global Digital Analytics practice
- ✧ Highly rated instructor at the university level
- ✧ Curriculum development for new analytics courses
- ✧ New business wins of \$3M+, organic account growth
- ✧ Presentations for Fortune 50 leaders

Digital and Data Analytics

- ✧ Big data and high-scale analytics implementation
- ✧ Thought leadership in digital marketing analytics
- ✧ Digital strategy development and execution
- ✧ Design of digital ROI, audit and measurement
- ✧ Market research and data-driven positioning
- ✧ Pioneer in digital crisis management

Leadership Positions and Honors

- **Director and Leadership Committee Chair**, Board of Directors: Texas Network of Youth Services
- **Chair**, Steering Committee: TNOYS Leadership Conference; Leading Through Change
- **Judge**: International Accelerator Fast Pitch Competition – SXSW Interactive Conference
- **Corporate Engagement Representative**, Diversity Committee: Public Strategies, Inc.
- **Individual Achievement Honoree**: Dell, Inc., Spring 2010
- **Chair, Production and Selection Committee**: *LBJ Journal* Academic Journal
- **Graduate Student Representative**: LBJ School Admissions Committee
- **Founding Member**: Citizens for Local and State Service (CLASS)
- **Lifetime Member**: Kappa Tau Alpha Honor Society
- **Logistics Committee Representative**: Barbara Jordan National Forum
- **Information Technology Representative**: The University of Texas at Austin Graduate Student Assembly
- **Mentor**: Intellectual Entrepreneurship Program

Speaking Engagements and Publications

- PeopleFund Innovation Week: “In It to Win It”
- TNOYS Leadership Conference: “Metrics for Leaders”
- Austin Innovation Week: “Diversity in Technology”
- VELOZ State of Electric Vehicles in California: “Consumer Entry Points”
- The University of Texas at Austin; Curriculum; “Essential Tools and Techniques in Data Analytics”
- The University of Texas at Austin; Curriculum; “Introduction to Financial Management”
- The University of Texas at Austin; Curriculum; “Tools for Data Analytics and Visualization”
- The University of Texas at Austin; Curriculum; “Storytelling with Data”
- “State of Marketing Analytics 2018”; Action Point Memos
- American Society for Public Administration Conference: Opportunities and Challenges for Public Service
- KXAN News: Symposium on Online Journalism and Texas Community Media
- “It’s All Semantics: The Next Horizon in Reputation Analytics”; Action Point Memos
- Interactive Federal Budget Project presentation to Senator Bill Bradley and staff, and Senator Kirk Watson’s staff

Course List: The University of Texas at Austin

CMS 321D Communicating for Development and Philanthropy

Philanthropy is an important factor in the American economy. It is a lever to more equitably distribute wealth, goods and services. Charitable giving fills holes in governance and development and provides an alternate channel to generate growth in areas that are more difficult to fund.

This course is designed to provide each student with a guiding framework for understanding and interacting with the philanthropic sector and the opportunity to engage with a nonprofit organization to understand how it utilizes communication functions, how it generates, or distributes, funding, and the role it fills in society.

- Undergraduate course
- Elective for Communication and Leadership credits
- Developed original curriculum

ADV/PR 378 & ADV 391K Advertising Intelligence

How do advertising practitioners use, and go beyond, facts to uncover the insights that lead to the world's best and most awarded campaigns? That's what this course is all about.

There has been a sea-change in the world of advertising and public relations. Analytics has become a critical component of the creative process. Proficiency in handling data and analytics is now a must-have skill for communications professionals in every discipline.

- Graduate and undergraduate course
- Cross-listed: Public Relations and Advertising
- Developed original curriculum

Essential Tools and Techniques in Data Analytics

Business processes are increasingly data-driven, generating a growing demand for professionals who can analyze data, correlate findings and draw actionable conclusions. In this course, you will learn to use data analytics to inform strategy for everything from customer relationships to capital investments, from inventory management to sales.

- Business Management Certificate Program
- Two-day course
- Developed proprietary curriculum

Data Visualizations for Business Communication

Communicating and reporting on data is becoming an essential skill set for professionals across fields. This course is designed to provide hands-on experience using data visualization tools to increase your level of proficiency in representing data and creating impact for your audience.

We will use real-world scenarios to demonstrate the efficacy of several visualization tools.

- Business Management Certificate Program
- One-day course
- Developed proprietary curriculum

Course List: The University of Texas at Austin (2)

Communications Boot Camp – Storytelling with Data

Communication has the power to inspire and change minds. Today's spectrum of tools, from Facebook posts to vlog entries to traditional media interviews, can help you serve more people, move more products and fulfill your broader goals and mission—if those tools are carefully considered, well integrated and strategically deployed.

- Strategic Communication Certificate Program
- One-day course as part of week-long boot camp
- Developed proprietary curriculum

Introduction to Financial Management

Whether your role requires management of a team, supply chain, product development, inventory, contracts or sales pipelines, every business professional must be proficient at tracking, projecting and reporting financial information in order to be successful.

This course will help you build essential financial management skills that will enhance your tool set and ensure that you apply best practices when managing fiduciary responsibilities.

- Business Management Certificate Program
- One-day course
- Developed proprietary curriculum