Contact

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www.linkedin.com/in/benrjones
(LinkedIn)

dataliteracy.com (Company)
public.tableau.com/profile/
ben.jones (Portfolio)
dataremixed.com (Blog)

Top Skills

Artificial Intelligence (AI)

Executive Management

Executive Leadership

Certifications

Data Literacy Level 1: Learning to
See Data

Data Explorer: Data Literacy Level 2

Introduction to Infographics and Data
Visualization

Data Explorer

Data Citizen: Data Literacy
Fundamentals 2.0

Publications

Data Literacy Fundamentals:
Understanding the Power & Value of
Data (2nd edition)

Learning to See Data

Communicating Data with Tableau

AI Literacy Fundamentals

17 Key Traits of Data Literacy

Ben Jones

Co-Founder & CEO at Data Literacy

Greater Seattle Area

Summary

I co-founded Data Literacy, a company that helps people learn the
language of data and AI through onsite, virtual and on-demand
training programs. I teach of Data Visualization at UW Foster School
of Business, and I wrote the best selling Business Communication
book 'Avoiding Data Pitfalls' (Wiley, 2019). Published author, writer,
blogger and speaker. Feel free to contact me to schedule a keynote
or discovery call.

Experience

Data Literacy
Co-Founder & CEO
December 2018 - Present (6 years 7 months)
Greater Seattle Area

As the Co-Founder and CEO of Data Literacy, I steer our strategic vision
and manage overall business operations, including P&L responsibility. I'm
also deeply involved in crafting and delivering our innovative training content,
empowering individuals and organizations with essential data skills.

University of Washington - Michael G. Foster School of Business
Adjunct Instructor
September 2020 - Present (4 years 10 months)
Seattle, Washington, United States

Design and teach the Data Visualization and Storytelling course (BUS AN 579)
in the MSBA (Master of Science in Business Analytics) program in the Foster
School of Business at the University of Washington.

University of Washington
Instructor, Data Visualization Theory
January 2015 - Present (10 years 6 months)
Seattle, WA

I teach data visualization theory on a part-time basis to both on-site and online
students in the UW Professional and Continuing Education department.

Tableau Software

6 years

Technical Evangelism Director

June 2018 - December 2018 (7 months)

Greater Seattle Area

Telling the Tableau story to audiences all over the world, helping organizations transition to more data-driven cultures, and helping individuals see and understand their data using Tableau.

Director of Outreach Programs

June 2016 - June 2018 (2 years 1 month)

Greater Seattle Area

Leading the global deployment of Tableau Public, Tableau Academic Programs (Tableau for Teaching and Tableau for Students), and Marketing for Tableau's Social Impact initiatives. Directing a talented team located in four different countries that is working to grow the usage of these free programs and promote data literacy within news organizations, schools, governments and NGOs all around the world. Doing good with data.

Director of Product Marketing

February 2015 - June 2016 (1 year 5 months)

Seattle, WA

Leading the global deployment of Tableau Public - Tableau's free product for journalists, bloggers, students, researchers, and anyone who wants to explore data that is in the public domain and share their findings with others in a visual and engaging way. Directing a talented team that creates helpful web content, trains and speaks at events, engages in community building, leads product launches, and collects voice of the "author"

Sr. Tableau Public Product Manager

January 2013 - February 2015 (2 years 2 months)

Greater Seattle Area

Manage all aspects of the product lifecycle from a marketing standpoint: grow usage of existing products, lead new product launches, and glean customer insights to inform future product development efforts. Managing a global team of analysts to work with journalists to help tell the stories of our time using interactive data on the web.

Medtronic Diabetes

7 years 10 months

Marketing Group Manager

April 2012 - January 2013 (10 months)
Northridge, CA

Manager of global product portfolio strategy and futures group in the Insulin Delivery business unit of Medtronic Diabetes.

Consumables Program Manager
May 2010 - May 2012 (2 years 1 month)
Northridge, CA

Managing strategic and tactical elements of $600M+ global medical device product portfolio, including primary market research for new products and current product promotion, continuous improvement and support initiatives.

Lean Sigma Master Black Belt
June 2007 - May 2010 (3 years)

Strategic planning and coordination of department-level continuous improvement initiatives.
Coaching / Mentoring of Lean and Six Sigma project leaders
Lead trainer

Lean Sigma Black Belt
April 2005 - June 2007 (2 years 3 months)

Experience leading project teams in Ops, IT, Quality, and Finance
Led project teams that booked over $2.5M in savings over a 2 year period
Led a project team that won the 2007 Medtronic Star of Excellence

Kavlico Corp
Mechanical Design Engineer
March 2002 - April 2005 (3 years 2 months)

Lead Engineering & New Product Development of Automotive Sensors

Diamondback Fitness
Product Manager
September 2000 - March 2002 (1 year 7 months)

Management of Product Line of Fitness Equipment
Coordination of New Product Development
3D Solid Modeling & Finite Element Analysis

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Education

University of California, Los Angeles
BSME, Mechanical Engineering · (1996 - 2000)

California Lutheran University

MBA, Entrepreneurship · (2007 - 2011)

Penn State Smeal College of Business

Executive Certificate in Process and Tools for Supply Chain Success, Supply Chain · (November 2009 - November 2009)