

Nathan Frodsham

STRATEGY, ANALYTICS & AI-ENABLED OPERATING SYSTEMS

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EXECUTIVE SUMMARY

Strategy and analytics executive with 25+ years across Accenture, Amazon, Omniture/Adobe, Ogilvy, Prophet, 1-800 Contacts, healthcare and regulated ventures. Combines enterprise-level judgment with current hands-on fluency in AI agents, workflow automation, analytics pipelines and governed implementation. Most effective where business strategy, data and execution must become one working system.

CORE CAPABILITIES

AI operating models	Analytics strategy	Healthcare innovation
Workflow automation	Predictive modeling	Executive decision support
Governance & controls	Customer segmentation	Regulated-market strategy

PROFESSIONAL EXPERIENCE

Executive Director, Strategic Innovation & Market Development | Private Therapeutic Innovation Firm

Salt Lake City, Utah | 2021–Present

- Directs strategy, analytics, partnerships and market development in a complex regulated sector.
- Designed human-in-the-loop AI operations spanning research, monitoring, content, compliance review and approval workflows.
- Applies analytics and automation to improve how a small operating team makes decisions and executes.

Independent Strategist & Systems Builder | Selected initiatives

2025–Present

- Camber Joint Institute: shaped positioning, scope, no-PHI architecture and a clinically governed 13-page launch system; coordinated AI-assisted research, content, implementation and QA.
- Cumulant Capital: developed the logic and operating architecture for a private systematic research and risk-control platform; established experiment, validation and live-boundary disciplines.

Director of Analytics & Digital Strategy | Evolve Medical

Salt Lake City, Utah | 2017–2020

- Translated EHR and appointment data into preventive-care candidate lists, pre-visit decision support and operational reporting.
- Led analytics and digital strategy across clinical operations, patient engagement and growth planning.

Senior Consultant, Big Data & Analytics | VCI Ltd

Park City, Utah | 2017

- Applied modeling, simulation and data integration to operational questions for global mining clients.

Director, Digital Analytics | Omnicom

2015

- Expanded digital analytics within Marketing Sciences; integrated digital and traditional research and trained internal teams.

Associate Director, Digital Analytics & Insights | 1-800 Contacts

Draper, Utah | 2013–2015

- Led web and mobile analytics, behavioral segmentation and analytics infrastructure across clickstream, CRM and survey data.

Senior Business Analyst | Amazon

Seattle, Washington | 2012–2013

- Analyzed global fulfillment and customer-service operations; surfaced friction patterns that informed resource and customer-experience decisions.

EDUCATION

MBA, BYU Marriott School of Management — Marketing & International Business; Dean's Scholarship; Global Management Certificate. BS, Statistics: Information Systems emphasis, Brigham Young University.