Matthew Pickus

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Strategic Business Intelligence leader advising C-level executives and senior decision-makers at one of the world's top research universities. Known for translating complex data into actionable insight across public health, finance, HR, student success, and advancement.

At the University of Michigan, I lead a BI team delivering real-time dashboards and high-stakes analytics that shape executive strategy and institutional policy. Frequent lecturer on data usability, dashboard design, and the psychology of decision-making.

With deep ties to Canada and a record of cross-functional leadership, I'm now exploring executive-level opportunities in mission-aligned organizations focused on higher education, healthcare, and data strategy.

Experience
Information Technology Services; University of Michigan – Ann Arbor, MI
Business Intelligence Analyst- Lead, Senior and Intermediate

- Advise C-level and senior leadership on strategic issues, data-informed decision-making, and institutional policy. Lead a BI team delivering real-time dashboards across finance, HR, advancement, student success, and public health. Direct special analytics projects for executive offices including legal, research, communications, and endowment.

- Serve as translator between executive stakeholders and BI teams, using business and technical fluency to anticipate needs, clarify scope, and minimize miscommunication. Help accelerate delivery, reduce rework, and align outputs with strategic goals.

- Spearheaded the campus COVID-19 dashboard suite used daily by the President and Response Committee to guide critical decisions—including closures, safety measures, and reopening. Built in weeks, the dashboards surpassed one million views and became the University's most-used public health resource. Collaborated directly with senior leadership to shape messaging and public visibility.

  o Expanded the COVID dashboard into a comprehensive public health platform tracking measles, STIs, and student mental health. Credited by leadership for enabling timely interventions and supporting campus safety.

- Built a presidential KPI suite with 90+ automated metrics across 19 schools and all major university functions. Delivered in 10 weeks to meet a new President's mandate, enabling real-time executive decisions through live-updating dashboards.

- Created a suite of dashboards in collaboration with General Counsel and the Development Office to ensure compliance with donor intent and improve gift fund transparency—strengthening stewardship practices and reducing legal and reputational risk to the University.

- Designed and implemented the campus's first "Names Bridge"—a custom-built crosswalk enabling consistent reporting across disparate data systems. Resolved longstanding governance gaps and introduced standardized naming conventions for leadership reporting.

- Trained hundreds of staff and students in Tableau and BusinessObjects with a focus on usability and effective dashboard design. Guest lecturer on the psychology of data communication and how visual choices influence executive decision-making.

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Office of University Development; University of Michigan – Ann Arbor, MI
Business Systems Analyst – Intermediate

- With no standardized framework for measuring the performance of Major Gift Officers, developed interactive dashboards to support donor prospecting and performance reporting. Created tailored KPIs and visualizations used by MGOs, unit leaders, and OUD executives to track donor outreach, engagement, and pipeline advancement.

- Built Tableau and BusinessObjects reports that significantly improved self-service reporting across Advancement, reducing ticket requests by over 75%. Freed up OUD reporting staff to focus on strategic, long-term projects that had been put on hold.

Prior Work Experience:

Before joining the University of Michigan, I spent over a decade as a strategic consultant and entrepreneur, leading cross-sector initiatives in cleantech, healthcare, and technology commercialization. As founder of MIP Consulting, I helped clients raise more than $10M in capital, authored successful federal grant proposals, and designed strategies that accelerated funding, growth, and market entry. Earlier in my career, I delivered operational and regulatory improvements in healthcare and environmental sectors—saving clients between $50K–$750K annually.

Skills Summary

- Strategic Advising & Executive Communication
- Tableau (Certified Associate), BusinessObjects, SQL
- Dashboard Design & Data Visualization Best Practices
- Data Governance, FERPA/HIPAA Compliance
- Institutional Research & Public Health Reporting

Education

Master of Business Administration: Cornell University
Master of Science in Public Health: University of Michigan
Bachelor of Science: University of Michigan

Speaking & Engagements

- Tableau Conference (2015 and 2019; one session ranked 5th overall out of hundreds of presentations and 1st among Higher Education speakers)
- HEDW (Higher Education Data Warehousing) | AIR Forum
- Frequent Guest Lecturer – Data Usability, Dashboard Best Practices, Power & Public Speaking

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Affiliations

- **Stratford Festival of Canada,** Trustee of the American Board
  Board member for the Stratford Festival's American Board, advancing U.S. patron engagement, cross-border outreach, and strategic planning for one of Canada's premier cultural institutions.
- **Susan G. Komen Foundation** Breast Cancer 3-Day Advisory Committee
  Currently serve on the national advisory committee for the 3-Day, a multi-day 60-mile (97 km) walk to raise money and awareness in the fight against breast cancer; annual participant since 2002, with over 30 events completed to date.
- **Former Drum Major**, University of Michigan Marching Band
  Twice led one of the most iconic collegiate bands in the U.S., regularly performing before 110,000+ fans.