PODCAST GUEST

TIM SHEA

CEO | Speaker | 3x Startup Founder



Tim Shea is the Founder & CEO of Latticework Insights, a data science agency that helps retail and DTC brands create tailored data infrastructure, unlock real analytics, and cut through the noise in their data. Tim has spent 25+ years at the intersection of data science, marketing, and technology, working with more than 70 brands, including Pepsi, Nissan, Reddit, the NBA, UFC, LinkedIn, and Facebook. As a serial entrepreneur who's raised over one million dollars, his work has been covered in major outlets like AdWeek and Digiday, and he's become known as the person brands turn to when their data is a mess and their dashboards are giving them bad intel.

He also launched a live event series called Agentic X in 2025, that's hosted gatherings across LA, SF, and NYC with thought leaders in Agentic AI from Meta, AWS, Snowflake, IBM, LangChain, and McKinsey! And unlike most data consultants in retail and DTC, Tim walks the walk by running his own luxury brand, NeuThroné.

AS SEEN IN TED · ADWEEK · DIGIDAY · The Robin Report · Los Angeles · RETAIL R·I INSIDER · yahoo! finance

HIGHLIGHTS

- **Founded 3 big data startups and raised over 1M$ in his career**
- **Worked with brands including the NBA, UFC, Reddit, Pepsi, Nissan, Facebook and LinkedIn**
- **As seen in TED, AdWeek, Digiday, and Yahoo Finance**

TOPIC IDEAS

FRACTIONAL DATA LEADERSHIP

01 When should retail brands hire a Chief Data Officer?

02 What happens during a Chief Data Officer's first 90 days?

03 Does your CFO need a Chief Data Officer?

04 WTF is a Chief Data Officer?

05 A Chief Data Officer, a Head of Analytics, and a Data Scientist walk into a bar.

DATA CULTURE

06 Humans are the weakest link in your data strategy

07 Why can't ecommerce teams agree on the same metrics?

08 Why can't the C-Suite agree on the same metrics?

09 A/B testing and building a failure-tolerant culture

10 What are we supposed to learn from an A/B test, anyways?

LTV:CAC

11 Why Your LTV:CAC Spreadsheet Says You're Profitable and Your Bank Account Doesn't

12 Is LTV:CAC the Moneyball metric for retail brands?

13 Are the best retail brands playing Moneyball?

14 LTV is not a number, it's a story

ROAS / ANALYTICS SPEND

15 Return on Analytics Spend: Is Your Data Stack Actually Making You Money?

16 Should your Analytics team be making you money (And why they're not today)

17 How to build dashboards that generate revenue

ELITE BRANDS

18 The Data Science Agency helping retail brands become elite retail brands

19 What do elite retail brands know that the rest of us don't?

20 What are 5 things retail brands can do to become elite? The Customer Data Habits of the Best Operators

21 The SMART Framework: Five Numbers That Show Where Your Customer Revenue Is Hiding

MARKETING DATA WAREHOUSE

22 When do brands need to build a Marketing Data Warehouse? 5 Signs You've Outgrown Spreadsheets.

23 Is AI replacing the Modern Data Stack irrelevant?

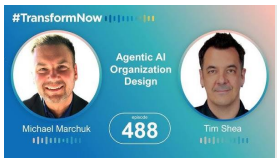
24 How Long Does It Take to Get Marketing Data Flowing Into a Warehouse? Weeks, Not Years

25 The Shopify Brand's Guide to a Marketing Data Warehouse: What to Buy and What to Skip

FEATURED AS GUEST



The Entrepreneur's Logbook
Why Human Expertise Trumps Hype in an AI World



Transform NOW
Agentic AI Organization Design



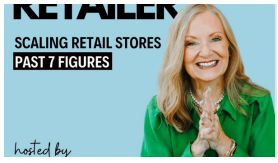
Retail Unwrapped
Humans Are the Weakest Link in Your Data Strategy



What Gets Measured
Dialing in Marketing Performance Dashboards



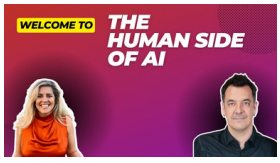
High Voltage Business Builders
Is AI Making Us Dumber?



Richer Retailer
What a Customer Is Actually Worth to Your Store



Coffee N°5
How to AI-Proof Your Brand Strategies



The Human Side of AI
Data Meets Imagination

PUBLIC SPEAKING



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