Biography

David C. Hastings
Co-Founder, CEO

Dave Hastings is the Co-Founder and CEO of ConstructNext, LLC. He leads the company and is also responsible for Corporate Strategy, Marketing, Data Science, and Technology.

Dave also owns *Hastings Homes* in Los Gatos, California *(CA General Contractor Licence #1037556)*. Dave started his construction career working for his father and grandfather, who were both General Contractors in Minnesota and Wisconsin. Over the years, he has worked on more than 500 remodeling and home construction projects. He has focused on innovative design and materials, being one of the first builders in Minnesota to use the "Category 1" ultra-energy-efficient design standard.

Prior to his current roles, Dave lead Product Analytics, Data Science, and Engineering at *Netflix*. Focus areas for his teams included Netflix email, text, and internal messaging, sign-up flow, content discovery, user experience, and the experimentation platform. Technologies worked with included a broad set of cloud and non-cloud based technologies, such as Hadoop, Hive, Druid, Spark, Pig, Python, R, Tableau, MicroStrategy, Amazon S3, Teradata, and SQL.

Dave was also the Director of Advanced Analytics & Data Science at *Teradata*, serving Retail, eCommerce, Hospitality, Travel & Transportation, Gaming, and Healthcare. His team focused on driving Analytic Innovation using Big Data. Dave worked with the largest Home Improvement retailers in the US, including The Home Depot, Lowe's, Ace Hardware, and United Rentals. Analytics conducted included Marketing Optimization, Customer Segmentation, Geospatial, Analytic Pathing, Pricing, Merchandising, Supply Chain Optimization, and Demand Forecasting.

Dave has also held various positions with companies such as *MemSQL*, where he was Head of Professional Services; *eBay*, where he was Head of Customer Experience Analytics; *Information Resources, Incorporated (IRI)*, where he was responsible for custom analytical projects; *Information Advantage*, where he was their first business consultant in the then emerging Data Warehouse industry; *GAP, Inc.*, where he managed the Data Warehouse and Analytics Team; *Retek*, where he was a Product Manager for Merchandise Planning Solutions; and *Carlson Marketing Group (CMG)*, where he was a Group Manager for Measurement Strategy.

Dave earned a degree in Marketing and Financial Analysis from the University of Minnesota, Carlson School of Management.