

Jonathan Gruber-Benaich

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PROFILE

Data professional with 8+ years of experience leading data-driven decision-making in e-commerce, digital product, and marketing environments. Proven track record of building scalable analytics frameworks, defining KPIs, implementing data governance standards, and partnering with cross-functional stakeholders to drive revenue growth and operational efficiency. Experienced in SQL, Python, Google Cloud Platform (BigQuery), business intelligence tools, experimentation, and predictive analytics. Strong communicator who translates complex data into executive-level insights and strategic recommendations.

CORE COMPETENCIES

- SQL, Python, R
- Data Visualization and Storytelling
- Dashboards and Automated Reporting
- Data Modelling and Transformation
- Statistics and Experimental Design
- Google Cloud Platform (GCP): BigQuery, Looker, Looker Studio, Colab
- Customer Centricity
- Stakeholder communication
- Cross-Functional Collaboration

EXPERIENCE

Loblaw Digital

Manager, Online Grocery Product Information Management

Toronto, ON

Dec 2024 - Present

- Lead product data governance and metadata management for a catalog of 100K+ SKUs, ensuring data quality, and regulatory adherence.
- Designed and implemented scalable ETL processes, automated dashboards, and KPI reporting frameworks to improve conversion rate and digital user experience.
- Partner with Product, Engineering, and Business teams to deliver data-driven insights that support revenue growth and operational efficiency.
- Developed process automation and workflow optimization initiatives to improve data accuracy, completeness, and system performance.

Loblaw Digital

Senior Analyst, Online Grocery Product Information Management

Toronto, ON

Oct 2022- Dec 2024

- Queried and analyzed large-scale product, transaction, and customer datasets using SQL and Google Cloud Platform (BigQuery).
- Built dashboards and automated BI reporting solutions in Power BI, MicroStrategy, and Qlik to track KPIs and performance metrics.
- Conducted statistical analysis and ad hoc analysis to inform product strategy, pricing optimization, and customer experience improvements.
- Collaborated with cross-functional stakeholders to translate business requirements into technical analytics solutions.

Mindshape Creative Brand Marketing

Senior Data Analyst

Oakville, ON

Sep 2018 – Oct 2022

- Developed and maintained relational databases and ETL data pipelines using SQL Server, MS Access, Excel, and WebFOCUS.
- Designed and delivered custom dashboards, client reporting solutions, and marketing performance analytics.
- Improved reporting automation, reducing manual processing time and operational costs while enhancing visualizations and accuracy.

Data For Good

Operations Lead (Volunteer)

Toronto, ON

May 2022 - May 2024

- Managed end-to-end analytics projects, including data collection, cleaning, transformation, and reporting for nonprofit organizations.
- Led volunteer data teams and facilitated stakeholder workshops to gather requirements and deliver actionable insights.
- Implemented process documentation and governance standards to ensure project scalability and sustainability.

EDUCATION

Post-Graduate Certificate Data Analytics, Big Data, and Predictive Analytics

Toronto Metropolitan University

Bachelor of Arts Psychology

McGill University