

MYLES BOUREN

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EXPERIENCE

FICO, Louisville, KY (Remote)

Aug 2021 – Present

Senior Manager, Software Strategy & Pricing

FICO (NYSE: FICO) is a leading platform AI and analytics software company, helping businesses in 90+ countries make better decisions that drive higher levels of growth, profitability, and customer satisfaction.

- Rolling up within the Corporate Strategy business unit, I manage, develop, and implement pricing and packaging strategy for FICO's software suite. My focus is to create a material competitive advantage for FICO in the marketplace through adjustments to software product mix, innovative pricing techniques, and a "360 degree" view of our value proposition to customers
- Spearheaded a years-long project to transform our software offering from an 'al-a-carte' approach into instead a dynamic Platform approach, mixing and matching our software components in a way that allows for value-based pricing instead of Cost+
- Enhanced software 'packaging' capabilities through the creation of a dynamic cost-of-goods "synergies" model that eliminates redundancies in our cost models across siloed products, resulting in the most accurate depictions of our complicated software marginal costs as possible on a deal-to-deal basis
- Led the complex implementation of a coded 'bake-in' of the same COGS synergy model directly within our CPQ pricing system; result was the ability for the company to conduct a real-time analysis of software margins for complex software componentized packaging

Hillsdale Furniture Holdings, LLC, Louisville, KY

Feb 2021 – Aug 2021

Senior Manager, Pricing Analytics

Hillsdale is a PE-backed global furniture and durable goods manufacturer with manufacturing in 5 countries, \$200M in annual revenues, and a CAGR of approximately 50% YOY. Sales include White Label and Private Label brands to major retail and eCommerce businesses such as Walmart, Amazon, Overstock, and Wayfair.

- Rolled out a price elasticity analysis across entire product line within first 30 days of employment (25,000 individual SKUs and \$150M in revenues), recommending price optimizations tailored to market demand and responsive to exogenous market factors (such as rising raw material price levels, labor costs, and Suez shipping blockages); modeled price calibration projected to increase bottom line EBITDA by 11 percent before year-end 2021
- Presented pricing enhancements and optimizations to both C-Level management and the Board of Directors
- Lead as a consultant within the business; standardization of systems, data, policies, and pricing controls has led to formal Pricing Team integration within Channel Marketing, Sales, Operations, and Supply Chain/Demand Planning teams

Hogan Lovells LLP, Louisville, KY

May 2019 – Feb 2021

Manager, Strategic Pricing

Hogan Lovells is a highly prestigious global law firm, approximately the fifth biggest in the world, with \$2.5 billion in annual revenues and a presence in over 30 countries; focus includes high-stakes and complex M&A, appellate law (including frequent arguments in front of the U.S. Supreme Court), multi-jurisdictional class-action litigation defense, government regulatory law, and lobbying.

- Led as the primary internal business strategy consultant for pricing, profitability analysis, new product offerings, and pricing negotiation strategy at a firm with over \$2.5 billion in annual revenues; managed a global team of 4 analysts, presenting strategy and recommendations directly to C-Level leadership
- Built complex interactive financial and statistical models, optimizing pricing and assessing financial risk; innovative creation of "Monte Carlo" project valuation models led to new revenue streams valued greater than \$50 million in less than 2 years
- Negotiated pricing directly with global Fortune 500 clients, including Ford, Gilead, Amgen, Novartis, Johnson & Johnson, Google, and Amazon; direct role in structuring "evidence based" pricing arrangements demonstrably led to millions of dollars in additional revenues

Senior Pricing Analyst

May 2018 – Apr 2019

- Excelled as the ‘go-to’ quantitative analyst for firm leadership and executive “c-suite” management, frequently capturing revenue streams amounting to hundreds of thousands of dollars per account through quantitative, value-based pricing strategy; recognition of continued impacts resulted in an additional promotion to a leadership position within just one year as a Senior Analyst
- Established cutting-edge, industry leading pricing models and strategic analysis frameworks, tailoring fixed prices for products with highly variable costs, such as cross-border M&A deals

Pricing Analyst

Jan 2017 – Apr 2018

- Presented pricing and profitability insights directly to firm Partners and executive management

EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN

July 2020

Master of Business Administration

#8 Best MBA within the United States (The Economist, 2021); #13 Best MBA Worldwide (The Economist, 2021); #23 Best MBA (US News 2021); #25 Best MBA (Poets & Quants)

- Vice President, Kelley MBA Direct Consulting Association (2019)
- Electives and coursework in Developing Strategic Capabilities, Performance Driven Pricing, Consulting Processes and Management, Strategic Management and Business Planning, Organization Designs for Strategic Advantage, Business Applications of Machine Learning

University of Kentucky, Gatton College of Business and Economics, Lexington, KY

May 2017

Bachelor of Science in Economics

- Additional elective coursework in Applied Econometrics, Time-Series Forecasting for Businesses