MNJ

MOHAMED N. JABBIE

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SENIOR DIRECTOR, ENTERPRISE ANALYTICS & INSIGHTS

Enterprise Data Strategy | Revenue growth | Marketing Science | Private Equity Reporting | Forecasting

Enterprise analytics executive and economist turned commercial growth strategist. Architect of analytics ecosystems driving $509M+ in annual revenue with 22% YoY growth. Strategic leader overseeing enterprise analytics across Marketing, Call Center, Sales, and Acquisitions (ARMORVUE and NewSouth).

Expert in building scalable data systems, marketing mix modeling (MMM), multichannel attribution, predictive forecasting, machine learning algorithms, and executive-level insight delivery. Trusted advisor to C-suite and Private Equity stakeholders.

EXECUTIVE IMPACT SNAPSHOT

- Drove analytics strategy supporting $509M in 2025 booked revenue (22% YoY growth)
- Architected enterprise-wide analytics strategy and infrastructure from the ground up
- Own enterprise forecasting and budget planning across Marketing, Sales, and Call Center (3 consecutive years)
- Increased marketing efficiency by 10% using MMM and attribution modeling
- Lead and mentor 3 direct reports plus an outsourced BI developer
- Built executive dashboards used in monthly Private Equity (AEA) board reporting

CORE EXPERTISE

- Enterprise Analytics Strategy
- Marketing Mix Modeling (MMM)
- Multichannel Attribution
- Revenue Forecasting and Scenario Modeling
- Private Equity Reporting
- Data Architecture and Governance
- Artificial Intelligence and Machine Learning
- Power BI (DAX, data modeling, enterprise dashboards) | Domo | Python | Jupyter Notebook | SQL | Azure | Salesforce | Dynamics 365 | Microsoft Office
- Team Leadership and Cross-Functional Alignment

PROFESSIONAL EXPERIENCE

Window Nation

Senior Director, Analytics & Insights | Dec 2025 – Present

Enterprise leader responsible for company-wide analytics strategies across Marketing, Call Center, Sales, and Acquisitions (ARMORVUE and NewSouth).

- Own enterprise forecasting models supporting $509M+ revenue portfolio

- Lead analytics modernization strategy, aligning departments under a unified KPI framework
- Deliver executive-level insights to C-suite and Private Equity sponsors
- Oversee data architecture, governance, BI strategy, and insight delivery
- Drive revenue acceleration through predictive modeling and performance diagnostics

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Window Nation

Senior Manager, Marketing Analytics | Nov 2024 – Dec 2025

- Led the strategic evolution from marketing analytics to enterprise insights
- Implemented the MMM framework, improving channel efficiency by 10%
- Designed multi-touch attribution to improve conversion performance
- Built full-funnel performance dashboards across the digital ecosystem
- Automated reporting infrastructure (95% automation, resulting in a ~ 50% efficiency gain)

Window Nation

Manager, Marketing Analytics | Apr 2023 – Nov 2024

- Built marketing analytics infrastructure from inception
- Developed predictive lead forecasting model (+25% accuracy improvement)
- Standardized KPIs (CPL, CAC, ROAS, Conversion, Issue Rate, Close Rate)
- Designed executive Monthly Marketing Review, integrating macroeconomic indicators
- Led CRM data structuring during the Salesforce to Dynamics 365 migration

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Window Nation

Marketing Analyst | Oct 2022 – March 2023

- Established the foundation for marketing analytics by developing the initial analytics plan and an Excel data repository for historical performance analysis.
- Automated multichannel budget forecasting and weekly budget reporting, improving planning efficiency and supporting vendor budget adjustments.
- Automated daily lead tracking using the Salesforce–Excel connector, improving visibility into lead generation across markets and channels.
- Built an interactive Excel marketing pacing dashboard to monitor spending, identify budget variances, and support resource allocation.
- Developed customer escalation and Power BI reputation dashboards to identify complaint patterns and track Net Promoter Score (NPS) and customer ratings.
- Evaluated customer complaint reduction initiatives using Python, exploratory data analysis, pre/post comparisons, and hypothesis testing to inform operational improvements.

Earlier Career

BuySPRY – Domestic Marketing Manager | Lead Analyst

- Built pricing algorithms, segmentation models, and dynamic demand forecasting, driving Prime Day Sales growth of 114% YoY.

Bank of Sierra Leone – Senior Economist

- Led macroeconomic modeling, REER development, IMF program coordination, and external sector forecasting.

EDUCATION

ACADEMIC EDUCATION

- **Master of Arts in Economic Policy Management** | University of Ghana | 2015-2016
- **Bachelor of Science in Economics** | University of Sierra Leone, Fourah Bay College | 2007-2011

PROFESSIONAL EDUCATION

- Analyzing Data with Python | **IBM - Online**
- Python Basics for Data Science **| IBM - Online**
- SQL for Data Science | **IBM - Online**
- Data Science Methods | **IBM - Online**
- Data Science Tools | **IBM - Online**
- Introduction to Data Science | **IBM - Online**
- Programming for Everybody (Getting Started with Python) | **Michigan University - Online**
- Financial Programming and Policies Part 1 **| IMF - Online**
- Economic and Financial Reporting Writing Skills and Presentation Techniques | **WAIFEM | Ghana**
- Basic Statistics, Econometrics, and Research Methods | **WAIFEM | Nigeria**
- Financial Programming and Policies Part 2 (FPP 2): Program Design | **IMF - Online**
- Financial Market Analysis | **IMF - Online**
- Macro-econometric Forecasting | **IMF - Online**
- Macroeconomic Diagnostic | **IMF - Online**
- Macroeconomic Management in Resource-Rich Countries | **IMF - Online**
- Economic Issues in Regional Integration | **WAIFEM-IMF | Ghana**

POSTGRADUATE PROGRAM

- Post Graduate Program in Data Science and Business Analytics **| University of Texas**

PUBLICATIONS

BOOK CHAPTERS

1. Jackson, E.A. and Jabbie, M. (2019). Understanding Market Failure in the Developing Country Context. In, Walter L. Filho (eds), Decent Work and Economic Growth (SDG8): Encyclopaedia of the UN Sustainable Development Goals (SDGs), Springer Publisher (https://link.springer.com/referenceworkentry/10.1007/978-3-319-71058-7_44-1)

2. Jabbie M., Barrie A.S.I., Tamuke E. (2020) Inclusive Employment: A Global Concern. In: Leal Filho W., Azul A., Brandli L., O zuyar P., Wall T. (eds) Decent Work and Economic Growth (SDG8). Encyclopedia of the UN Sustainable Development Goals. Springer, Cham. (https://doi.org/10.1007/978-3-319-71058-7_14-1)

3. Saffa, M. and Jabbie M. (2020). Developing Transformational Competencies for Sustainable Development. In,
Dr Theam Foo Ng (eds), Quality Education (SDG4): Encyclopedia of the UN Sustainable Development Goals (SDGs), Springer, Cham. (https://doi.org/10.1007/978-3-319-69902-8_116-1)

4. Sankoh, J.F. and Jabbie M. (2020). Gender Equality in the Political Realm. In, Andreia F. F. Setti (eds), Gender Equality (SDG5): Encyclopedia of the UN Sustainable Development Goals (SDGs), Springer, Cham. (https://doi.org/[iii]0.1007/978-[iii]-319-70060-1_89-1)

5. Jackson, E.A. and Jabbie, M. (2020). Exploring Intersectionality through Artful Critical Qualitative Methodologies. In, Andreia F. F. Setti (eds), Gender Equality (SDG5): Encyclopedia of the UN Sustainable Development Goals (SDGs), Springer, Cham. ~~(https://doi.org/10.1007/978-3-319-70060-1_~~90-1)

6. Jackson, E.A. and Jabbie, M. (2020). Import Substitution Industrialisation: An Approach to Global Economic Sustainability. In: Leal Filho W., Azul A., Brandli L., O zuyar P., Ozuyar, P.G. (ed.), Industry, Innovation, and Infrastructure (SDG9): Encyclopedia of the UN Sustainable Development Goals (SDGs), Springer, Cham. (https://doi.org/10.1007/978-3-319-71059-[iv]_116-1)

7. Jabbie, M. and Saffa, M. (2021). Functional Performance: A Sustainable Approach for Economic Optimality. In: Leal Filho W., Azul A., Brandli L., O zuyar P., Ozuyar, P.G. (ed.), Industry, Innovation, and Infrastructure (SDG9): Encyclopedia of the UN Sustainable Development Goals (SDGs), Springer, Cham (https://doi.org/10.1007/978-3-319-71059-4_19-1).

8. Jabbie, M. (forthcoming). Rethinking Technology Sharing for Sustainable Growth and Development in Developing Countries. In: Leal Filho W., Azul A., Brandli L., O zuyar P., Ozuyar, P.G. (ed.), Industry, Innovation, and Infrastructure (SDG9): Encyclopedia of the UN Sustainable Development Goals (SDGs), Springer, Cham. (https://doi.org/10.1007/978-3-319-71059-4_[v]7-1).

JOURNAL & OTHER ARTICLES

1. Jackson, E.A. and Jabbie, M. (2020). Twin Deficits hypothesis as an indication of government failure in Sierra Leone: An empirical investigation (1980 – 2018). https://doi.org/10.26650/jepr658440)

2. Jackson, E.A., Jabbie, M. and Tamuke, E. (2020). Dynamic Effects of Inflation Shocks in Sierra Leone: An Empirical Analysis. https://www.ceeol.com/search/article-detail?id=823241

3. Jackson, E.A., Tamuke, E and Jabbie, M. (2019). Disaggregated Short-Term Inflation Forecast (STIF) for Monetary Policy Decision in Sierra Leone. Available at SSRN: https://ssrn.com/abstract=3466172 or https://dx.doi.org/10.2139/ssrn.3466172

4. Jabbie M and Jackson, E.A., (2020). On the Validity of Purchasing Power Parity: The Case of Sierra Leone. Journal of Advanced Studies in Finance, Volume XI, Issue 1(21), ISSN 2068-8393. https://doi.org/10.14505/jasf.v11.1(21).00

5. Jackson, E.A., Jabbie, M., Tamuke, E., Ngombu, A. (2020). Adoption of Inflation Targeting in Sierra Leone: An Empirical Discourse. Journal of Economic Policy Research 7(2), 21-50. https://doi.org/10.26650/JEPR735604

6. Jabbie M (2026). Why Marketing and Sales Strategies that Ignore the Economy will Eventually Fail. https://www.linkedin.com/pulse/why-marketing-sales-strategies-ignore-economy-fail-jabbie3vsbe/?trackingId=L3HndCX6wsHutOvYdgz%2FRg%3D%3D

7. Jabbie M (2026). Marketing Attribution: An Economist's Take on Smarter Demand and Smarter Dollars. https://www.linkedin.com/pulse/marketing-attribution-economists-take-smarter-demand-dollarsjabbie-b2ehe/?trackingId=mCyHBqwZct1Ef1QPo7wN8Q%3D%3D