

ETHAN ROSEHART

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PROFESSIONAL SUMMARY

Strategic analytics leader at Greater Toronto Airports Authority, working within the Chief Executive Office at Canada's busiest airport. I translate executive business questions into analytical solutions — architecting predictive models, KPI frameworks, and AI-powered executive dashboards on the Microsoft stack. Business-first operator with four years of general management experience leading a 50-person national service firm, including the launch of an analytics function from zero, the win of a national commercial contract with Canada Post, and early-wave AI adoption in the ChatGPT era. MBAN (with Distinction) from Schulich School of Business. AI-native fluency across large language models, predictive modeling, NLP, and data governance.

PROFESSIONAL EXPERIENCE

Greater Toronto Airports Authority — Data & Strategy, Chief Executive Office

Permanent full-time

June 2025 – Present | Mississauga, Ontario

- Built and launched the **Strategic Objective Reporting Tool (SORT)** — an AI-powered, executive-facing dashboard that quantifies enterprise performance in a consistent, uniform way and surfaces where targeted intervention and interdepartmental collaboration would drive the most impact. Adopted across the executive leadership team.
- Designed an **exception-based operating model** for executive decision-making, shifting leadership from reactive reporting to proactive strategic intervention.
- Recognized as **Subject Matter Expert for data, insights, and AI** within nine months of hire — bridging business questions and cutting-edge technology including AI solutions, data governance frameworks, and performance management practices.
- Reports directly into the Executive Office with weekly exposure to executive leadership; operates at the altitude where enterprise strategy is shaped, consistently delivering at a pace above the broader business.
- Architects end-to-end analytics solutions on Microsoft Azure, Microsoft Fabric, and Power BI — predictive modeling, KPI frameworks, and executive-facing data products.

Direct Locksmith — General Manager

Permanent full-time

June 2021 – May 2025 | Toronto, Ontario

- Led senior operations across a **50-person national service firm**, directly overseeing a call centre handling **300+ inbound calls per day**. Partnered with the CEO to re-engineer sales performance, client retention, and revenue strategy.
- **Won the Canada Post fleet management contract** across the Greater Toronto Area — expanded the commercial B2B revenue base and anchored a new growth line.
- **Built the analytics team and operating framework from zero** — KPI design, sales analytics, retention telemetry, and reporting cadences that raised data-driven decision quality across the business.
- Reallocated field technicians on a **revenue-per-call basis** (not call volume) — a non-obvious efficiency lever that raised margin without sacrificing service quality.
- Led **full digital transformation** of the company's web presence: rebuilt the main site, migrated **150+ regional service sites** to a new hosting provider, uplifted cybersecurity posture, and implemented AI-assisted SEO content strategy that held top Google rankings in a competitive market.
- Shipped cloud-based automation between management and field teams — reduced loss, improved data accuracy, and compressed the operations cycle.
- Introduced the organization to AI in the **earliest days of ChatGPT (2022)** — drove first-wave adoption across sales, marketing, and operations before broad industry uptake.
- Received a **formal written recommendation** from the Executive Director recognizing contributions to business intelligence, process automation, strategic growth, and AI-driven transformation.

CI Financial — Business Analytics Consultant (Schulich MBAN Capstone)

September 2024 – April 2025 | Toronto, Ontario

- Completed an eight-month graduate analytics consulting engagement; delivered a **data-driven business development proposal to senior leadership** that informed a comprehensive go-forward strategy.
- Scoped the business problem, designed the analytics approach, and built data pipelines end-to-end — applying predictive modeling, NLP, and BI to marketing, finance, and operations questions.
- Recognized for top performance across data modeling, project management, ethics, and visual storytelling.

EDUCATION

Master of Business Analytics (MBAN) — Schulich School of Business, York University

May 2024 – May 2025 | Graduated With Distinction

Applied analytics program bridging data science, technology, and business strategy.

Coursework in Data Science, AI in Business, Operations Modeling, Visual Analytics, Database Management, and Strategic Case Analysis. Capstone delivered to CI Financial senior leadership.

Honours Bachelor of Aviation Technology — Seneca Polytechnic

September 2016 – May 2020

Commercial Pilot License, Multi-Engine Instrument Rating, Frozen Airline Transport Pilot License (ATPL). Capstone on airport operations planning integrating safety compliance and logistical design.

CERTIFICATIONS & LICENCES

- **Stakeholder Management & Influence** — Ivey Business School Executive Education (January 2026)
- **GTAA Elevate: Building High-Performance Teams** — Ivey Business School Executive Education (January 2026)
- **Frozen Airline Transport Pilot License (ATPL)** — Transport Canada (May 2020)
- **Commercial Pilot License, Multi-Engine Instrument Rating** — Transport Canada (May 2020)

TECHNICAL SKILLS

Languages: Python, SQL

Cloud & Data Platforms: Microsoft Azure, Microsoft Fabric, PySpark

Visualization & BI: Power BI, Tableau

AI & Machine Learning: Large language models, prompt engineering, AI-assisted workflows, predictive modeling, natural language processing (NLP)

Methodologies: KPI framework design, exception-based reporting, data governance, stakeholder management, executive storytelling, agile delivery

RECOGNITION & SERVICE

- **MBAN Program Improvement Committee** — appointed to advise on the future direction of the Master of Business Analytics program, Schulich School of Business.
- **INEO Orientation Panel Speaker** — invited to address incoming Schulich master's students.