

Robert Gabriel Grateron

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Education

The University of Arizona

- Master's of Science in Geographic Information Systems Technology (2012)
- Bachelor's Degree in Science, Technology, Health, and Industry

Work Experience

Central Barrio Development, Partner

January 2022-Current

- Lead real estate strategy for various development opportunities
- Run tech focused acquisitions strategies and operations to secure off market properties
- Partner and manage portfolio of 30 short term rentals under the brand Panoply
- Run various financial and admin systems for general company operations

University of Arizona, Tech Core Internship Coordinator

May 2022-Current

- Lead data science pillar for Tech Core internship
- Manage 30 interns and 8 projects ranging from sports analytics, political psychographics, real estate technology and other data science projects
- Create web applications, mobile apps and other mapping visualizations as deliverable to various clients

University of Arizona, Adjunct Lecturer

August 2021-Current

- Teach Entrepreneurship 485 to graduating undergraduate seniors
- Walk them through all the components of planning and launching a potential business
- Students create a final video pitch as their capstone project as a way to garner interest and potential investment in their ideas

Community Health Systems, Senior Finance Systems Analyst

August 2020-August 2021

- Provide financial reports and analytics support for 9 regional hospitals through direct contact to facility CFOs
- Create analytic dashboards through Excel and Google Drive to provide productivity and staffing efficiency guidance
- Create databases and SQL queries for healthcare data through Access
- Create ad hoc analysis and tools for staffing, productivity, new facility openings, target goals, and any other financial needs.

Avantstay, GIS Analyst, Contract/Remote

August 2020-August 2021

- Map internal/external data to prioritize future growth by determining key markets for entry and expansion
- Map zoning, short term rental zones, city/county boundaries, and other geographical layers for compliance
- Find, digitize, and map HOAs in various markets for compliance
- Create web application for company use through Esri ArcGis Online

Lyft, Strategy Manager(Real Estate), Contract/Remote December 2018-Current

- Map internal/external data to prioritize future growth by determining key markets for entry and expansion
- Layer other data sets demographics, psychographics, and other custom data to create unique strategic company solutions
- Work with architecture, design, construction and facilities for 25 sites
- Ad hoc analysis including economic forecasting, budgeting, scheduling, lease analysis, general feasibility & risk analysis
- Cross-functional modeling with finance, staffing, marketing, etc.
- Drive the development of a national and market level real estate strategy to ensure a disciplined approach to real estate placement;
- Support territory and market level teams in the development and execution of real estate strategies
- Experience in mapping for retail and commercial real estate for analysis in territory design, retail gravity models, market analysis models, and targeted marketing
- Proficiency in project management, real estate and financial software solutions such as ESRI
- Pull data using SQL from various databases and clean/management data in Excel

Belos Geospatial Consulting, Owner, Tucson/Remote Locations May 2016-December 2018

- Provide geospatial analysis for various clients to find new market opportunities, better understand their current customer base and locate desired demographic regions
- Analyze and provide current customer trends and segmentation
- Use a variety of statistical tools for execution (ESRI, Excel, Access, Tableau, etc.)
- Mine CRMs for trends and marketing opportunities
- Provide customers with geospatial profile including drive times, radii distance, trade areas, visualize demographics, traffic counts, forecasting, cannibalization, consumer profiling and business site locations
- Provide clients with collateral to defend/argue for market trade areas (i.e. car dealer to acquire a new dealership location or minimize current area of responsibility)
- Executive clustering analysis and time-series forecasting to show current consumer trends
- Provide mid and small size businesses the enterprise geospatial software tools normally available only to corporate level entities
- Work with third party data vendors (Experian, ESRI) to include more segmentation
- Psychographic customer segmentation through clustering
- Experience in SEO, SEM; Facebook/Instagram Ads; Twitter Ads; Google Adwords
- Use programming and statistical packages such as Python, SQL, R, Tableau as needed

Royal Automotive Group, Geospatial Analyst, Tucson, AZ June 2014-2016

- Lead real estate search and analysis for dealership and real estate needs
- Database management and creation for current and new customers
- Database mining for trends and customer segment creation including lifetime purchase amount, number of vehicles purchased, last purchase date, most recent purchase, service dates, etc.

- Spatial mapping of all consumer data along with demographic data
- Clustering and drivetime analysis of all current customers
- Psychographic customer profiling to match customers to make/model/brands based on personality traits
- Work with third party automotive data vendors to utilize more variables into profiles
- Geo-marketing campaign creation and implementation through social media and direct mail
- Customer retention strategy creation and design based on manufacturer requirements
- Sub-prime customer segment creation
- Use of Dealer Socket CRM, various Excel tools, Access, ESRI Geospatial platforms

Kadence Restaurant Group, *Financial Officer*, Tucson, AZ Feb. 2012- March 2014

- Complete daily financial tasks for HUB Restaurant and Playground Lounge
- Responsible for the in house accounting through the use of Quickbooks
- Develop daily, monthly, and yearly budgets for each concept
- Achieve daily goals based on food cost %, gross profit %, and various accounting ratios
- Maintain files and handle human resource needs pertaining to each of the 120 employees
- Prepare tax information for state and federal filings
- Compose sales, promo, inventory reports for all venues
- Generally overview all office and financial activities related to \$5 million gross company sales

Downtown Tucson Partnership, *Geospatial Internship*, Tucson, AZ Jan 2012- Dec 2012

- Internship for Master's Thesis Project
- Analyzed the sector of the Tucson Modern Streetcar for business interests
- Determined maximum possible build-out potential bases on city zoning
- Presented findings entitled, "Maximum Build-out Potential and Optimized Business Site Location Along the Sun Link Tucson Modern Streetcar Corridor" to cohorts
- Had work published in "Inside Tucson Business"

Other

- Instructor- Youth Entrepreneurship Academy; University of Arizona
- Lecturer- Stanford D School; Design of Data Class
- Startup Tucson Thryve Accelerator
- Owner DTC apparel company; 1M ARR, 3 locations, 20 employees