

Sam Dickinson

Strategic Operations | Chief of Staff | Commercial Strategy

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SUMMARY

Strategic operator with experience building executive-facing commercial systems, revenue intelligence, and operating rhythms in life sciences and healthcare-adjacent environments. Built Akadeum Life Sciences' commercial operating system across HubSpot, NetSuite, Power BI, R, automation, and AI-assisted workflows, supporting forecasting, pipeline management, board/investor preparation, and GTM execution. Known for turning fragmented data and ambiguous business signals into clearer priorities, stronger operating cadence, and decisions leadership can act on.

EXPERIENCE

Commercial Strategy & Operations Lead | *Akadeum Life Sciences, Ann Arbor, MI*

May 2023 – May 2026

- Following Akadeum's first commercial reduction in force, retained while most of the commercial organization was eliminated; partnered with executive leadership to rebuild commercial operations and later supported the newly hired VP of Sales & Marketing as his strategic operations partner.
- Built and owned the company's commercial operating system by integrating NetSuite, HubSpot, Power BI, R, and automation workflows into a single source of truth for sales, forecasting, executive reporting, and board preparation.
- Provided forecasting, pipeline analysis, executive reporting, and investor narrative support to the CEO, COO, CFO, and commercial leadership across approximately ten quarterly board and investor reporting cycles, including a successful bridge financing effort.
- Redesigned the company's Ideal Customer Profile around cell therapy and adjacent markets, reshaping qualification strategy and improving MQL-to-SQL conversion from 11% to 20% while increasing SQL-to-Opportunity conversion from 26% to 43%.
- Owned the lead pipeline strategy, reporting infrastructure, and commercial performance metrics used across six Account Executives, Field Application Scientists, executive leadership, and the broader commercial organization.
- Led onboarding for new Account Executives while coaching the sales organization on CRM usage, reporting, outreach workflows, territory management, and commercial tools.
- Selected and implemented core commercial technologies, reporting standards, and lead generation tools, advising leadership on operational improvements while maintaining flexibility to support changing business priorities.
- Developed AI-assisted commercial workflows, including a sales dossier system that prepared Account Executives with customer research and account context before outreach, alongside intelligent lead routing and automated operational processes that significantly reduced response times.

Data Scientist & Analytics Lead | *Michigan State University, East Lansing, MI*

Jan 2022 – May 2023

- Served as the embedded analytics partner for institutional leadership, developing KPI frameworks, executive dashboards, and modern data structures that informed capital planning and helped replace legacy Microsoft Access systems.

Data Scientist (Contract) | *DePuy Synthes (Johnson & Johnson), Lansing, MI*

Aug 2020 – Nov 2021

- Built time series forecasting models that reduced backorders by 8% while leading Power BI adoption across multiple business units through training, stakeholder engagement, and practical business applications.

Data Analyst (Contract) | *Stryker, Kalamazoo, MI*

Jan 2020 – Jun 2020

Data Engineer (Contract) | *Spectrum Health, Grand Rapids, MI*

Jan 2019 – Dec 2020

Performance Analyst (Contract) | *Consumers Energy, Jackson, MI*

May 2018 – Dec 2018

Technical Writer | *Gensler, Detroit, MI*

Jan 2017 – Dec 2017

Lab Technician | *Emergent BioSolutions, Lansing, MI*

Oct 2015 – Jul 2016

TOOLS & TECHNOLOGIES

AI & Automation: Cursor, Claude Code, Codex, LM Studio, OpenRouter, n8n, Zapier, prompt engineering, agentic workflow design, multi-model LLM integration
Analytics: R, Python, SQL, Excel, Power Query, data modeling, forecasting, funnel analysis, KPI design, statistical analysis
BI: Power BI (DAX), Tableau, revenue reporting, pipeline dashboards, board/investor reporting
CRM & Commercial: HubSpot (expert), Salesforce (familiar), NetSuite, Apollo, ZoomInfo, Seamless.ai, LinkedIn Sales Navigator

EDUCATION

M.S. Business Analytics | Michigan State University 2018
Built demand forecasting models on 14M customer records for Meijer and policy renewal models across 30,000+ companies for Blue Cross Blue Shield of Michigan, both presented to corporate leadership.
B.S. Chemistry | Michigan State University 2015