

GREGGORY WAHHAB

Data & Business Analytics • Economic Modeling • Decision Support
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PROFESSIONAL SUMMARY

Analytics professional with 8+ years driving data-informed decisions in higher education, specializing in economic modeling, predictive enrollment analytics, and executive decision support. Hands-on builder of SQL pipelines (Snowflake), Tableau dashboards, and net-tuition-revenue (NTR) financial models that shape multi-million-dollar program investment decisions across a global campus network, presenting directly to senior leadership including the Chancellor, Provost, and EVP.

TECHNICAL SKILLS

Data & Modeling: SQL (Snowflake), Tableau, Advanced Excel, R, NTR / pro forma financial modeling, predictive enrollment forecasting, competitive pricing analysis, KPI design

Platforms & Tools: Salesforce, Qualtrics, Lightcast (Burning Glass), Google Data Studio, Banner, Slate, Workday data integration

PROFESSIONAL EXPERIENCE

Business Analyst, Product Launch | [Northeastern University](#) 2023 – Present

- Build NTR-based pro forma economic models and multi-year enrollment projections that drive go/no-go and redeployment decisions for graduate programs across Northeastern's 13-campus global network.
- Lead analytical preparation for the university's Portfolio Review cycle, producing executive PowerPoint decks, decision memos, and campus/college-level recommendations presented to the Chancellor, Provost, and EVP.
- Engineered an end-to-end reporting pipeline: loaded Workday faculty/staff data into Snowflake and connected it to Tableau, automating program-network analytics that were previously manual.
- Designed and built a Tableau dashboard tracking program optimization, withdrawal, and deactivation across the network, giving senior leadership a single source of truth for portfolio health.
- Developed economic models and enrollment forecasts for new program launches across health sciences and STEM disciplines, informing investment and deployment decisions.
- Built a multi-year program launch-history dataset and a standardized scoring rubric used to evaluate and prioritize new program proposals.

Program Manager | [edX](#) 2020 – 2023

- Managed a portfolio of online master's degree programs with top global universities, owning project management and on-time delivery of new launches, and applied data analysis to measure program performance and student outcomes.

Assistant Director, Decision Support | [Northeastern University](#) 2018 – 2020

- Analyzed quantitative and qualitative data to inform decision-making for the business unit, owning database management, data interpretation, and KPI tracking.
- Partnered with Faculty Directors to identify and implement data-backed program improvement strategies.

Program Manager | [Northeastern University – College of Professional Studies](#) 2016 – 2018

- Managed scheduling for ~85 course sections per term, building schedules from demand forecasts and instructor availability while administering a \$1.3M+ annual part-time faculty payroll budget.

Administrative Assistant | [Boston College Law Library](#) 2010 – 2016

- Managed a \$150K departmental budget (P-card audits, AP/AR analysis), led process-improvement efforts that produced measurable time savings, and coordinated the BC Law School ABA accreditation process.

EDUCATION

Master of Business Administration — Marketing & Information Analytics Boston College, 2016
Beta Gamma Sigma • Raymond F. Keyes Endurance Award

Master of Science, Administrative Studies Boston College, 2012

Bachelor of Arts, English Boston College, 2009