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Katherine Voss-Robinson

EXPERIENCE

Capital One, Plano, TX — *Business Manager, Financial Services*

Business Manager, July 2021 - Present

- Credit policy strategy leader for auto dealer-facing pre-approval lead generation product (PA), managing pricing optimizations, consumer and deal structure risk limits, counter offer strategy, portfolio management, and other key strategic initiatives
- Business model testing strategy leader for PA, designing and testing a model that removes legacy zone-based geographic constraints to increase dealer demand and consumer responsiveness
- Direct manager for a small technical team

Senior Business Analyst, January 2020 - June 2021

- Managed PA credit policy with analysis that included creating a playbook to guide strategy during a possible economic downturn, migrating PA to a new marketing stage risk model, and redesigning PA credit policy in late 2020 to maintain resilience in the face of economic uncertainty
- Conducted marketing analysis and initiatives to improve consumer responsiveness
- Mentored two interns, both of whom accepted full-time offers

Business Analyst, August 2018 - December 2020

- Conducted web testing (including A/B and design of experiments) and product analytics on the auto refinance web application to increase conversion

EDUCATION

University of Oklahoma, Norman, OK — *B.S. in Biology, Minor in Spanish*

August 2014 - May 2018

- *Summa cum laude* (4.0 GPA); member of the Honors College
- Semester abroad in Alcalá de Henares (Madrid), Spain in Spring 2016
- Summer course in Oxford, England with the Honors College in Summer 2015

AWARDS

Capital One Circle of Excellence (highest possible achievement; created an innovative consumer refinance experience) (Q2'19), Capital One Diamond (significantly reduced loss rates with quick analysis) (Q1'20), Dean's Honor Roll and President's Honor Roll Member (all semesters at OU), Global Engagement Fellow (2014), National Merit Scholar (2014)

SKILLS

SQL, Python, Java, Tableau, Excel; credit, product, and marketing analytics