

Executive Biography



Racheal Lane is a business transformation, data and analytics executive with more than 20 years of leadership experience and a 31-year Comcast career that progressed from frontline customer service to Vice President. She transforms fragmented data, unclear priorities, and inefficient operations into decisions, accountability, and measurable results.

As Vice President of Data Analytics and Business Intelligence for Comcast's West Division, Racheal led enterprise analytics, data governance, reporting, data engineering, and AI-enabled decision support across Finance, Marketing, Operations, Product, and Technology. She advised CFOs, CMOs, and senior leaders while guiding a major operating-model transformation affecting more than 400 employees.

- ◆ **BUSINESS OPTIMIZATION:** Protected \$10M in annual value by identifying technology and process failures.
- ◆ **PROFITABILITY AND GROWTH:** Identified a \$4.3M annual revenue opportunity through customer and package profitability analysis.
- ◆ **OPERATIONAL PERFORMANCE:** Improved performance by \$350K monthly through root-cause analysis and decision support.
- ◆ **TEAM AND OPERATING MODEL:** Led 7 Senior Directors and supported transformation affecting more than 400 employees.

DELIVERED RESULTS	
✓ Retired 6,500 reports and legacy assets	
✓ Resolved duplicate credits affecting about 10,000 customer accounts	
✓ Built shared metrics and governance discipline	
✓ Developed analysts into trusted business advisors	
✓ Connected customer behavior, financial performance, operations, and technology	
	Racheal is known as a player-coach and trusted executive advisor who listens before prescribing and challenges assumptions constructively. She builds high-performing teams, translates complex findings into clear tradeoffs, and creates the metric discipline leaders need to move from insight to action.
	Her career began in customer service and escalated complaints, giving her direct knowledge of customer needs and operational friction. She moved into Marketing Analytics, reporting, business operations, revenue assurance, retail leadership, enterprise finance, forecasting, and executive decision support before advancing to Senior Finance Director and then Vice President.
	Her solution stack now includes generative AI, LLM workflow design, prompt engineering, AI agents, Python for data analysis, Microsoft Copilot, Tableau, SQL, KPI and OKR design, data governance, change management, and revenue assurance.
	Among her signature contributions, Racheal connected pricing and profitability insights to a \$4.3M annual opportunity, identified self-install failure drivers that improved performance by \$350K per month, and helped turn complex analytics into repeatable executive decisions.

Career Journey

1995–2004 Customer and Market Foundation	2004–2016 Operational and Analytics Leadership	2016–2024 Enterprise Finance and BI	2024–2026 Division Executive Leadership
• Customer Service, Escalations, and Marketing Analytics • Learned to start with the customer and listen for the real problem.	• Reporting, Operations, Revenue Assurance, and Retail • Learned that the numbers make more sense when you understand how the business actually works.	• Profitability, Forecasting, Insights, and Decision Support • Learned to connect data to financial outcomes and decisions.	• BI, Governance, Engineering, AI, and Transformation • Learned that transformation succeeds when people, processes, data and technology move together.

Education and Development. Bachelor of Arts in Psychology, Southern Connecticut State University. AI Workflow Black Belt, AI Skills Black Belt, and AI Agent Black Belt in progress; Additional development in Python, Prompt Engineering, and Microsoft Copilot.

Current Focus. Executive leadership opportunities to build and scale high-performing data and analytics organizations, strengthen decision-making, and connect data, technology and AI to business outcomes.

Key Skills	Strategic Leadership Executive Advising Operating Models Team Development	Business Transformation Process Optimization Change Management Revenue Assurance	Data Analytics and BI Enterprise Analytics Profitability and KPIs Reporting Strategy	AI and Governance Data Governance LLM Workflows AI Agents
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