



Austin Ladd

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Austin Ladd is Director of Data Science & Analytics for Hy-Vee, Inc., headquartered in West Des Moines, IA. In his role, Austin is responsible for the strategy and direction of the insights teams throughout the organization. Managing leaders in Data Science, Analytics, Business Intelligence, and Consumer Insights. These teams have focus on first and third party data sources to transform marketing, supply chain, retail operations, and pharmacy. Austin's background has been established in customer analytics, focusing on behavioral patterns, segmentation, and a passion for driving actionable change backed by data. Prior to Hy-Vee, Austin worked at Kum & Go as a Sr. Data Analyst partnering with their Category Management team in analyzing promotions, customer behavior and other experimental designs. He received his BBA in Management and Finance and an MBA from the University of Iowa. In his free time, Austin enjoys traveling the world, cheering on the Hawks, and fixing up a house or two when time allows.