

Ray Major is the Director of Technical Services and Chief Economist for SANDAG. As Director of Technical Services, he manages a staff of 66 employees with responsibility for directing and overseeing the activities and operations of the Technical Services Department which is organized across five divisions including Automated Regional Justice Information Systems, Applied Policy Research/Criminal Justice Research, Regional Information Services, Regional Models, and the Service Bureau. The various divisions gather, analyze, produce, deliver, and maintain information and data that is essential to the success of SANDAG. Examples include



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Department Director

long-range forecasts that provide estimates of population, housing, and demographic and economic characteristics; regional crime statistics; transportation and land use modeling; Geographic Information System (GIS) applications and support; website design and internet application development, and comprehensive assistance through the SANDAG Service Bureau. In his role as Chief Economist, Ray is responsible for economic forecasting, the region's economic prosperity strategy and impact analysis of regionally significant projects on the regional economy. Ray has experience as a senior executive with over 20 years of providing oversight and direction for the profitable growth of companies and business units. His career has included senior leadership roles ranging from Vice President to CEO in startup to large companies with a focus on data, analyses, and business intelligence products and services. Ray leverages a diversified background spanning product management, marketing, general management, and P&L management. He combines economic and statistical expertise, operational acumen, and a strategic, entrepreneurial mindset to drive the innovation and competitive advantage of brands and offerings while focusing on producing high-impact top- and bottom-line results through ongoing improvements focused on technology, processes, development methods, and quality. As the CEO and President for startup company Halo Business Intelligence, Ray successfully turned the business around, increasing revenue by 100 percent over three years, and positioned it for a potential strategic investor exit. This included redefining overall strategic direction, leading end-to-end rebranding initiatives to differentiate the company, and spearheading a technology overhaul for the delivery of a holistic, state-of-the-art suite of analytics and modeling products. He rapidly expanded the organization and captured a growth rate that was four times over the industry average for two consecutive years. Prior to Halo Business Intelligence, Ray Major was instrumental in the profitable and ongoing growth of Claritas, a major provider of demographic, marketing, and segmentation data; taking on diversified senior executive leadership roles in product strategy and development, marketing, and general management. Following this success, Ray Major was appointed as the Senior Vice President and General Manager with P&L responsibility for a high-end business intelligence, modeling, and consulting services division with over \$10 million in assets. After Claritas' merger with Nielsen in 2007, Ray transitioned into the role of Senior Vice President of Product Development to align engineering and software development processes with Nielsen's global product development strategy. Ray Major holds a Masters of Arts and Bachelors of Arts in Economics from San Diego State University, and is a Certified Six Sigma Champion.