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EXECUTIVE SUMMARY

Marketing analytics professional and college professor. Made the transition into academia in 2016 and grateful for the opportunity to share my industry experiences and teach students about marketing analytics. Twenty-five plus years of experience helping Fortune 1000 clients identify customer insights that lead to highly successful data-driven sales, marketing and customer experience programs. Consistently recognized by clients for analytics thought leadership and superior level of customer service. Have sold $1million+ marketing analytic client engagements in the retail, automotive, telecommunications and not-for-profit industries. Deep expertise across a very broad set of descriptive, predictive and prescriptive analytic and statistical techniques. Proven track record of building successful analytic consulting practices across multiple firms. Responsible for recruiting, training and managing large teams of marketing and analytic professionals. Passionate about analytics and evangelizing the adoption of analytic principles at progressive, customer-centric organizations.

INDUSTRY & TEACHING EXPERIENCE

Emerson College, Boston, MA
Executive-in-Residence, Graduate Program Director, Digital Marketing & Data Analytics
Marketing Communication Department (2016-Present)

Emerson College is internationally recognized as the nation's premier institution of higher learning devoted to communication and the arts.

- Responsible for developing and teaching new marketing analytics courses in the Marketing Communication undergraduate program, Strategic Marketing Communication graduate program and Digital Marketing and Data Analytics graduate program
- Teach courses that help students bridge the gap between the art and science of marketing
- Have designed and developed a number of different courses over my first three years at the college, including Customer Analytics and Insight-Driven Marketing, Descriptive and Predictive Customer Analytics, Customer Segmentation and Descriptive Analytics, Strategic Management and Analytically-Driven Decision Making, Social Media and Voice of the Customer Analytics.
- Appointed to the position of Graduate Program Director of the new Digital Marketing and Data Analytics masters and graduate certificates program that was successfully launched in Fall, 2018
- In May, 2019 received a promotion to *Senior Executive-in-Residence*, beginning in the Fall, 2019 / Spring, 2020 academic calendar year

iKnowtion, Burlington, MA (acquired by TTEC in 2012)
SVP, Partner, Analytic Consulting (2007-2016)
Vice President, Behavioral Sciences (2005-2007)

iKnowtion has become a recognized leader in providing marketing and customer experience analytic solutions to global organizations

- Responsible for leading large-scale client engagements and helping companies such as General Motors, Harley-Davidson and CVS Pharmacy design and implement highly profitable marketing and customer experience programs

- Functional responsibilities include data-driven marketing consulting, multi-channel marketing campaign test design and measurement, retail and online customer data analysis, business forecasting, customer segmentation, predictive behavior modeling, voice of the customer analytics/research and customer experience strategy consulting
- Accountable for P&L, sales and year-over-year 15-20% business growth – have played a pivotal role in growing the company from a $3MM to $18MM business over the last several years
- Key contributor to new product and solution innovation
- Member of the leadership partner team that successfully completed the sale of iKnowtion to TTEC in 2012

Cross Country Group, Medford, MA
Vice President, Business Analytics (2004 - 2005)

Cross Country manages roadside assistance programs for major brands across the automotive, insurance and credit card industries

- Hired into the company to build a business analytics practice and service offering
- Successfully sold descriptive and predictive analytic solutions to help clients such as BMW and Volvo improve the performance of their customer care and service programs
- Spearheaded a large scale consulting assignment to identify the top opportunities to leverage and monetize customer information assets in the company

Exit41, Andover, MA
Director of Analytics (2000-2004)

Start-up, venture funded company that designed innovative order-taking and point-of-sale solutions targeted at the quick service retail industry

- Early member of the start-up team and responsible for building the company's analytic consulting practice and digital analytics service offering
- Major contributor to company's growth and sold several multi-year analytic consulting engagements at leading brands such as Dunkin Donuts, BP and McDonalds
- Led development of business intelligence solutions in the POS solution and developing a comprehensive professional services analytic offering

Epsilon, Burlington, MA
Vice President, Analytic Consulting Group (1998-2000)
Director, Analytic Consulting Group (1996-1997)
Sr. Consultant, Analytic Consulting Group (1995)

Established global leader in database marketing, loyalty programs and email marketing services

- Quickly promoted into a leadership position at Epsilon, with management responsibility of Epsilon's 45-person Analytic Consulting Group (ACG)
- Responsible for YoY growth of the ACG practice and developing new innovative solutions – helped group become a leader in the use of data mining and web analytics techniques
- Led major client engagements and developed deep vertical expertise in the telecommunications industry

Marketing Models, Boston, MA
Sr. Research Analyst (1992-1995)

Smartnames Inc, Woburn, MA
Research Analyst (1991)

Amergent (formerly Target Marketing Associates), West Peabody, MA
Programmer Analyst (1989-1990)

EDUCATION

- MBA, Bentley University, 1995 (graduated with highest distinction)
- B.S., Business Administration, Marketing, University of Maine, Orono, 1988 (graduated with distinction)

SELECTED TECHNICAL SKILLS

- Selected Software/Platforms: BASE SAS, SAS STAT, SAS Studio, SAS Enterprise Miner, MS Excel, Excel Visual Basic, Python (beginner), Brandwatch Analytics, Lexalytics (Semantria), Hootsuite, Google Analytics, WIX Web Development, IBM Watson (beginner), Facebook Insights, Twitter Analytics
- Selected Data Analysis Techniques: Descriptive Statistics, Hypothesis Testing, Correlation Analysis, Table Analysis, Cluster Analysis, Decision Tree Analysis, Linear Regression, Logistic Regression, Association Discover, Sequence Discover, Text and Sentiment Analysis

SELECTED PUBLICATIONS / SPEAKING ENGAGEMENTS

- The Critical Role of Analytics in the Development of Better Customer Experiences, *Analytics without Borders Conference*, March, 2019, sponsored by Bentley University, Bryant University and Tufts University
- Big Data, Emerson College *Campus on the Common Podcast*, March, 2019 (interviewed in this podcast)
- Listening and Acting on the Voice of the Customer, Emerson College *Communication Days Event*, March, 2019
- Created personal blog in 2019 focused on important topics in marketing, analytics and customer experience management. Distribute blog posts via Linkedin, Twitter and Facebook.
  Selected posts include:
    - Two Must-Do's When Collecting Voice of the Customer (VOC) Data, April, 2019
    - The Wide World of Sports Analytics!, March, 2019
    - Human Centered Insight: Analytical and Creative Minds Required, February, 2019
    - A Lifetime Marketing Analysts Perspective on Consumer Data Privacy, January, 2019
    - Research and Analytics: Time to Unite!, January, 2019
- Data Analytics in Sports Marketing and More, Emerson College School of Communication Speaker Series, 2018
- Marketers Get Schooled on Analytics, *CX Pod* podcast, 2018 (interviewed in this podcast)
- Future Marketers Dive Into Data, Customer Strategist Journal, 2018 (interviewed in this article)
- Creating Loyal Brand Advocates via Digital Marketing and Data Analytics, 2018
- Using Analytics to Improve Your Interactions with Customers, TeleTech Dialogue Newsletter, 2015
- Customer Analytics 101 for Senior Business Leaders, Customer Strategist an Executive Journal, 2014
- How Well Do You Understand the Voice of Your Customers?, iKnowtion Marketing Analytics Blog, 2014
- Text Analytics: The Next Big Wave of Customer Intelligence, Peppers and Rogers Group Strategy Speaks Newsletter, 2013

- 8 Mistakes to Avoid When Implementing Marketing Analytics, Data Informed Daily Publication, (article contributor), 2013
- Engagement Analytics – Intelligence to Power Your Customer Experience Management Strategy, iKnowtion Webinar Series, 2012
- How Engaged are Your Customers? An Analytics Roadmap That Helps You Find Out, New England Direct Marketing Association Marketing Technology Summit, 2011
- Data Analysis: Service Data is Critical for Brand Loyalty, iKnowtion Marketing Analytics Blog, 2011
- An Untapped Opportunity for Gaining Customer Insight, iKnowtion Marketing Analytics Blog, 2009
- Marketing Strategies – What's Your Win-Rate? iKnowtion Marketing Analytics Blog, 2008
- National Center for Direct Marketing Conference – What Happens in Vegas?, iKnowtion Marketing Analytics Blog, 2007
- Customer Segmentation and Predictive Modeling: It's Not an Either / Or Decision, iKnowtion White Paper and referenced in many industry articles, 2007