

MIKE MCGUIRK
268 Main Street
West Newbury, MA 01985
Cell: (978) 239-5123
mmcguirk78@gmail.com

EXECUTIVE SUMMARY

Marketing analytics professional and full-time college professor of practice. Made the transition into academia in 2016 and truly value the opportunity to share my industry experiences and teach students about digital and 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 multi-million-dollar marketing analytic client engagements in the retail, automotive, telecommunications, and not-for-profit industries. Deep expertise across a very broad set of descriptive, predictive, 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 ethical analytic practices at progressive, customer-centric organizations.

INDUSTRY & TEACHING EXPERIENCE

Babson College, Wellesley, MA

Associate Professor of Practice, Marketing Division (2023-present)

Assistant Professor of Practice, Marketing Division (2020-2023)

Babson College is a private business school in Wellesley, Massachusetts and recognized as the Global Leader in Entrepreneurship Education.

- Responsible for teaching marketing and data analytics courses in the undergraduate and graduate MBA and MSBA programs
- Recently co-developed a new Fan Behavior course in the undergraduate program (2024)
- Developed a new Digital Analytics course in the undergraduate program (2021)
- Appointed (Fall 2021) to the position of Faculty Mentor for students in Babson's Global Scholar Program
- Faculty advisor on numerous Independent Research Studies and Honor's Thesis projects
- Taught an executive education course on Data, Analytics, and Business-Decisions for executives at CyberArk (October 2023)
- Taught an executive education course on Using Digital Analytics to Inform Decisions for the Global Sports Mentoring Program, an Initiative of the U.S. Department of State (June 2022)
- Completed Babson's Inspire Studio in 2023, Inclusive Teaching Training Program in the 2021, as well as the comprehensive training on Online and Hybrid Teaching methods during the summer 2020
- Highly involved in student marketing and analytics clubs - currently a member of the Babson Analytics Advisory Board supporting the Babson Analytics Club
- Currently a member of the Babson Faculty Senate
- Member of the Babson Senate Elections Committee (2022-2024)
- Active member of the planning committee for the 2021 Analytics without Borders Conference, committee member and judge for the conferences Student Research Competition in 2021 and 2024
- Have adopted a heavy emphasis on incorporating client projects in the classroom that provide experiential learning opportunities for students

Emerson College, Boston, MA

Senior Executive-in-Residence, Marketing Communication Department (2019)

Graduate Program Director, Digital Marketing & Data Analytics Master's Program – currently rebranded as the Online Master of Arts in Marketing (2018-2019)

Executive-in-Residence, Marketing Communication Department (2016-2019)

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

iKnowtion, acquired by TTEC Corporation, Burlington, MA

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 \$14MM business over the last several years
- Key contributor to new product and solution innovation
- Member of the leadership team that successfully completed the sale of iKnowtion to TTEC Corporation 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 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 science, marketing analytics, and web analytics techniques
- Led major client engagements and developed deep vertical expertise in the telecommunications and automotive industries

Marketing Models, Boston, MA
Sr. Research Analyst (1992-1994)

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 PUBLICATIONS

- The Student Debt Dilemma: How Public Sentiment Reveals the Need for Better Student Debt Relief Strategies, co-author, Hildreth Institute, October 2024
- Performing web analytics with Google Analytics 4: a platform review, Journal of Marketing Analytics, Palgrave Macmillan (part of Springer Nature), August 2023
- Unlocking the full potential of social listening platforms through prescriptive-based intelligence. Applied Marketing Analytics Journal, Henry Stewart Publications, July 2022
- Performing social media analytics with Brandwatch for Classrooms: a platform review, Journal of Marketing Analytics, Palgrave Macmillan (part of Springer Nature), August 2021
- Increase student employability, Brandwatch Case Study Series, July 2021 (interviewed in this article)

- Pitch-Perfect Research Illustrates Rampant Racism in Soccer, Babson Thought & Action, April 2021 (interviewed in this article)
- Experiencing Experiential Learning, Even from Afar, Babson Thought & Action, November 2020 (interviewed in this article)
- 97 Things About Ethics Everyone in Data Science Should Know: Collective Wisdom from the Experts. Issue: First Edition, O'Reilly Media, Contributed Two Separate Chapters/Essays, September 2020
- Moment Makers Series - A Sharp Eye on ROI Salesforce, Inc., The Marketing Cloudcast (podcast) – Salesforce, Inc., August 2020
- Big Data, Emerson Campus on The Common podcast, 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:
 - CX, meet your ally -- Behavioral Economic Theory, February 2020
 - Ethics and Reflection at the Core of Successful Data Science, December 2019
 - 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
- 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)
- 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

SELECTED CONFERENCE PRESENTATIONS / PROCEEDINGS

- The Role of Higher Education in Developing Ethical Analytics Practices, Society for Marketing Advances (SMA) Conference, co-presenters Dr. Dana Harrison, Dr. Astrid Keel, November 2023
- Conference Proceedings, The Implications of Industry Trends on the Design of Marketing Analytics Courses, Marketing Management Association (MMA) Conference, co-authors Dr. Dana Harrison, Dr. Haya Ajjan, September 2022

- The Implications of Industry Trends on the Design of Marketing Analytics Courses, Marketing Management Association (MMA) Conference, co-presenter Dr. Dana Harrison, September 2022
- Conference Proceedings, Best Practices in Teaching Marketing Analytics: Society for Marketing Advances (SMA), co-authors Dr. Dana Harrison, Dr. Haya Ajjan, November 2021
- Best Practices in Teaching Marketing Analytics, Society for Marketing Advances (SMA) Conference, co-presenters Dr. Dana Harrison, Dr. Haya Ajjan, November 2021
- Conference Proceedings, Business Ethics at the Core of Successful and Sustainable Analytics, SAS Global Forum, May 2021
- Business Ethics at the Core of Successful and Sustainable Analytics, SAS Global Forum, May 2021
- Host of the Executing for Effect: Ekimetrics, Facebook, and Marketing Strategy panel discussion, sponsored by Babson MSBA program, panelists Igor Skokan, Matt Andrew, and Marc Hallalel, April 2021
- Analytics Today: The New Ins and Outs, sponsored by Babson Marketing Club, co-presenters Lynne Harrold, John Lin, October 2020
- Business Ethics at the Core of Successful and Sustainable Analytics Practices, Analytics without Borders: 2020 annual conference, February 2020
- The Critical Role of Analytics in the Development of Better Customer Experiences, Analytics without Borders: 2019 annual conference, March 2019
- Listening and Taking Action on the ‘Voice of the Customer’, Emerson College Communication Days, March 2019
- Data Analytics in Sports Marketing, Emerson College Speaker Series, co-presenter David Melnick, October 2018
- Introduction to Descriptive and Predictive Analytics, Blanquerna School of Communication and International Relations Communication Days Conference, March 2018