Brian K. Weikel, Ph.D.

647 Lookout Ridge Dr, Westerville, OH 43082

bweikel@fastmail.fm

614.495.6599

**SUMMARY**

* Highly successful and effective senior executive with more than 15 years consulting and client side experience across multiple industries.
* Extensive experience in developing and implementing solutions to solve clients’ business challenges through quantitative marketing analytics, including sophisticated statistical modeling techniques, and deliver actionable solutions to optimize clients’ marketing return of investments (ROI).
* Possess unique blend of skills to oversee and manage highly technical aspects of business as well as have a strong strategic, tactical and creative vision with a broad perspective on industry trends.
* Highly driven, result-oriented professional, committed to producing exceptional work through strong work ethic, integrity, effective human capital management, exemplary leadership, and teamwork.

**PROFESSIONAL EXPERIENCE**

NIELSEN MARKETING ANALYTICS (Evanston, IL)

Formerly Marketing Analytics, Inc. – Acquired by Nielsen in August, 2011

**Senior Vice President – Analytical R&D** April, 2012 to Present

**Senior Vice President – Consulting Services** 2008 – April, 2012

**Director – Analytical Consulting** 2002 – 2007

* Current Objective: Recruit, mentor and lead a team with advanced analytical degrees on improving measurement of traditional measured media, paid and viral social media, small-scale promotional offers and single-source analytics.
* Manage, motivate and oversee Consulting Services staff of 30 and its projects. Current responsibilities include successful completion of 50 projects for more than 20 multi-billion dollar companies. P&L responsibility for Consulting Services department.
* Develop solutions to solve clients’ business problems through complex statistical and data analyses. These methods include: marketing mix models, customer segmentation, baselining, promotional lift models, transactional data analysis, hierarchal price and quantity index creation, ROI analysis, sampling methodology and marketing mix and price optimization.
* Implement and deploy these models across a broad spectrum of industries to increase future sales and profitability. These clients include multi-billion dollar companies in industries such as broad line retailers, consumer-packaged goods manufacturers, financial services companies, catalog vendors and pharmaceutical companies. Also provide significant support for final business decisions to clients, including explaining product implementation processes.
* Scope out and identify additional work opportunities with new and existing clients through networking and relationship building. Participate in all aspects of engagement planning, proposal development, presentation of proposals, and completion of sale.
* Plan and determine technology and labor resources to ensure timely and profitable project completion.
* Provide senior leadership and guidance on in-house developed .Net historical and simulation tool applications.
* Explore new applicable statistical models for research and development by staying current in both industry and academic findings, through reading industry-specific and academic research journals and attending seminars.

LIMITED BRANDS (Columbus, OH)

**Director – Customer Marketing Analytics** 2007 – 2008

* Provided direction on CRM programs at five retail brands, including Victoria’s Secret, Bath & Body Works, Express, The Limited Stores, and Henri Bendel.
* Analytical efforts included measuring effectiveness of CRM marketing, measuring media, and pricing on awareness, consideration, purchase intent, customer recommendation, sales and profitability.

DISCOVER FINANCIAL SERVICES (Riverwoods, IL) 2000 – 2002

**Senior Statistician – Research and Development**

* Developed customer segmentation models using various statistical analysis techniques including CHAID, multivariate, factor, cluster, discriminant, and univariate analyses.
* Designed statistical and predictive models using behavioral, historical, credit bureau, demographic, and transactional data in the context of acquisition, risk and portfolio management. Types of models included: response, pricing, revenue/profit, risk, attrition and anti-attrition, balance transfer, direct marketing, customer targeting, telemarketing, propensity to revolve, and value at risk models.
* Analyzed and measured efficacy of promotional campaigns and target marketing through appropriate test designs and data analysis, and made strategic recommendations to improve marketing efforts.
* Expert in coding, extracting, consolidating and processing large volumes of transactional and non-transactional data from internal and external sources.
* Served as subject matter expert and resource to mentor junior statisticians, and communicated complex statistical findings to upper management in non-technical manner.

**EDUCATION**

**Ph.D. Economics**, University of Illinois (Champaign, IL), 2000

**M.S. Statistics**, University of Illinois (Champaign, IL), 1999

**M.S. Economics**, Texas Tech University (Lubbock, TX), 1994

**B.S. Economics**, ***Magna Cum Laude***, Ohio State University (Columbus, OH), 1992

**MILITARY**

**U.S. Air Force/Ohio Air National Guard**, 1986 – 1992

**COMPUTER SKILLS**

**STATISTICAL:** SAS, SPSS, Splus, R, Mathematica, Matlab

**OPERATING SYSTEM**: UNIX, Mainframe, Windows, Linux

**MS/ERP/OLAP**: Excel, Access, PowerPoint