

# Matt Lohier

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## WORK EXPERIENCE

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### Circana

September 2024 – Present

*Market and Competitive Intelligence Analyst*

*San Diego, CA*

- Conducts research and analysis on direct and indirect competitors across the data, retail, CPG, and technology sectors, evaluating strategies, strengths, weaknesses, and market positioning.
- Performs high-level competitive assessments, including SWOT analyses, Battlecards, Harvey Ball evaluations, and GTM messaging insights, to inform sales and executive teams.
- Develops and presents monthly and quarterly executive roll-ups, summarizing key competitive intelligence insights, industry trends, and strategic shifts to inform leadership decision-making.
- Maintains and enhances Circana's Competitive Intelligence database, ensuring accurate and up-to-date tracking of over 200+ unique value propositions (UVPs) and competitive differentiators.
- Develops and maintains automated tracking systems using Python, Selenium, Playwright, BeautifulSoup, and OpenAI to monitor over 2,000 competitor media pieces—including press releases, LinkedIn posts, YouTube content, and news sources—and 1,000+ job postings from 10 competitors, all integrated into a live web app.
- Created an AI-driven framework capable of efficiently identifying key competitor claims, UVPs, and strategic insights across large volumes (30,000+) of competitor web pages

### OpenBrand (Gap Intelligence)

March 2023 – September 2024

*Analyst*

*San Diego, CA*

- Oversaw market intelligence offerings for multifunction printer category, providing competitive insights, customized consulting projects, data analysis, and industry reporting for a portfolio of 20+ client companies.
- Delivered weekly market intelligence report and spotlight videos to 2300+ clients, detailing product launches, mergers and acquisitions, quarterly financial results, pricing activity, and emerging trends.
- Lead yearly tours to Japan and the East Coast, presenting market insights to 15+ teams from 10 of the largest print market players in the US and Japan, generating an average of 30+ hours of consulting requests.
- Expanded company data offerings by creating an in-house web scraping system for product certifications using Python and AWS, bringing daily automated certification scraping for 10+ product categories.
- Leveraged Python, OpenAI, and AWS S3/Quicksight for data wrangling, including creating GPT's for internal use, backfilling missing data, data interpretation, QC checks, data visualization, and insight generation.

### ModalAI

June 2021 – December 2022

*Intern – Technical Docs and Product Marketing*

*San Diego, CA*

- Created user centered product documentation and marketing content for robot and drone systems.
- Managed and curated 100+ pages of customer facing product documentation, with responsibilities including creating specification sheets, diagrams, user guides, and other technical content.
- Led an initiative for a js/scss frontend refresh of the documentation website for looks and usability.

## EDUCATION

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### University of California, San Diego

September 2018 – September 2022

*B.S. Cognitive Science, Specialization in Human Computer Interaction (HCI)*

*San Diego, CA*

## SKILLS

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Business Strategy; Business Analysis; Consulting; Market Analysis; Custom Research; Customer Insight; Python (pandas, BeautifulSoup, Selenium, Playwright, Requests); Web Scraping & Automation (Proxy Rotation, Residential Proxy Networks); Data Analysis (Exploratory Data Analysis, Data Visualization); AWS (S3, Lambda, EC2); GitHub; HTML; CSS; Excel (VLOOKUP, Pivot Tables); SQL; Streamlit; Quicksight; Tableau; HubSpot; Jira.