

Matt Lohier

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WORK EXPERIENCE

OpenBrand (Gap Intelligence)

March 2023 – Present

Analyst

San Diego, CA

OpenBrand is a real-time market intelligence platform for brands to leverage data and AI-driven insights.

- Oversees 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.
- Delivers weekly market intelligence report and spotlight videos to 2300+ clients, detailing product launches, mergers and acquisitions, quarterly financial results, pricing activity, and emerging trends.
- Provides custom research and consulting services through data analysis, reports, and presentations for major industry players including Canon, Xerox, Lexmark, Konica Minolta, Ricoh, Epson, Kyocera and more.
- Leads 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.
- Featured on Canon USA's "Solved in 60 Webinar," presenting market insights to Canon's Dealer partners and on the Imaging Channel's 'Analyst Corner Live' webinar with over 200+ combined attendees, contributing to thought leadership on digital transformation.
- 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.
- Leverages 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.
- Produced half a dozen customer facing video tutorials and a video submitted to AUVSI awards.

Microsoft via Murdoch Services

June 2018 – August 2018

Sales Analyst Intern

Berkeley, CA

- Analyzed Microsoft sales contracts, synthesizing deal details into reports based on internal team feedback.
- Translated insights from contract analysis into recommendations to enhance the execution of future deals.
- Shared success stories by contributing articles to the internal newsletter, highlighting the team's impact on revenue generation.

EDUCATION

University of California, San Diego

September 2018 – September 2022

B.S. Cognitive Science, Specialization in Design and Interaction

San Diego, CA

SKILLS

Market Analysis; Custom Research; Data Visualization; Customer Insight; Business Strategy; Business Analysis; Consulting; Presentations; Data Analysis; EDA; AWS (S3, Lambda, EC2); Github; Python (matplotlib, selenium); HTML; CSS; Excel (VLOOKUP, Pivot Tables); SQL; Streamlit; Quicksight; Tableau; Hubspot; Jira