Matt Lohier

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WORK EXPERIENCE

Circana   **September 2024 – Present**
Market and Competitive Intelligence Analyst   *San Diego, CA*
- Leads competitive tracking across retail, CPG, and tech sectors as part of Circana's competitive intelligence program, informing cross-functional teams and executives on strategy, positioning, and threats.
- Performs high-level competitive assessments—including SWOTs, Battlecards, Harvey Balls, and GTM insights—to support sales enablement and executive strategy.
- Creates monthly and quarterly executive roll-ups, summarizing key competitive intelligence insights, industry trends, and strategic risks and opportunities.
- Owns and expands Circana's Competitive Intelligence database, which tracks 250+ UVPs—alongside 20,000+ market-facing competitor claims used to monitor positioning, messaging shifts, and strategic moves.
- Develops and maintains automated tracking pipelines using Python, OpenAI, and web scraping libraries (Selenium, Playwright, BeautifulSoup) to monitor 4,000+ competitor media items and 3,000+ job postings— with alerts on key shifts and extracting hiring trends, org shifts, and strategic signals, all in a live web app.
- Engineered an AI-powered Python pipeline using OpenAI to extract UVPs from 50K+ competitor pages, automating deep, contextual analysis across nested domains for scalable intelligence gathering.

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.
- Led 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 GPTs 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 and maintained a Jekyll-based documentation site hosted on GitHub, overseeing content updates, version control, and a JS/SCSS frontend refresh to improve usability and visual consistency.

EDUCATION

University of California, San Diego   **September 2018 – September 2022**
B.S. Cognitive Science, Specialization in Human Computer Interaction (HCI)   *San Diego, CA*

SKILLS

Competitive Intelligence; Strategic Analysis; Market Positioning; Python (pandas, Selenium, Playwright, BeautifulSoup); Web Scraping & Automation; OpenAI API; Prompt Engineering; FastAPI; PostgreSQL; AWS (S3, Lambda, EC2); SQL; ETL & Data Transformation; Data Visualization (Quicksight, Tableau); Git/GitHub; Jira; REST APIs; Prefect; Docker