

# MATTHEW A. BROWER

---

**ADDRESS:**

444 Danbury Lane, Apt A  
Akron, OH 44321

**CONTACT:**

(330) 465-9015  
matthew.a.brower@gmail.com

---

**PROFESSIONAL EXPERIENCE****The J.M. Smucker Company****Orrville, OH***Senior Data Analyst, Enterprise Analytics & Insights (Advanced Analytics)*

Jul 2014 – Present

- ◆ Created processes for the management & delivery of analytics projects for a new Advanced Analytics Center of Excellence
- ◆ Presented findings & recommendations of analytics projects to audiences at top 10 US food retailers
- ◆ Developed custom analytic techniques that led to insights creating over \$2MM in incremental annual revenue
- ◆ Initiated recruiting relationships with key Universities & helped to establish an internal Data Science Community of Practice

**The Nielsen Company****Cincinnati, OH***Research Analyst – Client Consulting, Innovation Practice (BASES)*

Jul 2013 – Jul 2014

- ◆ Delivered new product launch forecasts and consulting studies to multiple divisions of a Fortune 100 client
- ◆ Created internal applications to increase analyst efficiency and improve company analytical capabilities
- ◆ Led an internal research initiative that resulted in a 20 percent improvement in client forecast accuracy

**The Nielsen Company****San Francisco, CA***Analyst Intern – Client Consulting*

Jun 2012 – Aug 2012

- ◆ Created a new reporting tool to assist with transitioning clients to a newly-developed volumetric forecasting system
- ◆ Developed strategic insights and designed slide templates for an international project with a leading financial services firm

**The J.M. Smucker Company****Orrville, OH***Brand Management Intern - Peanut Butter*

May 2011 – Aug 2011

- ◆ Presented a competitive analysis of digital marketing in the Peanut Butter Category with recommendations for the Jif brand
- ◆ Assessed the category impact of deep discounting by competitive national brands to further relationship with key retailers

**Jarrett Logistics Systems, Inc.****Orrville, OH***Sales and Marketing Intern*

May 2010 – Aug 2010

- ◆ Led the redesign process for a website and promotional media revitalization project
  - ◆ Designed a prototype client relationship management system in an effort to reduce annual software costs
- 

**EDUCATION****Miami University, Farmer School of Business****Oxford, OH**

Bachelor of Science in Business

Aug 2009 - May 2013

- ◆ **Major:** Marketing; **Minor:** Applied Business Statistics
- ◆ University Honors with Distinction

Overall GPA: **3.51/4.00**Overall ACT Score: **33****University Honors Program**

- ◆ Selected for university division designed to restructure educational requirements for high-potential students

**Farmer School of Business - Honors Cohort**

- ◆ One of 70 students selected from the Class of 2013 for specialized cohort with instruction from distinguished faculty
- 

**LEADERSHIP & ACTIVITIES****Orrville High School Alumni Association****Orrville, OH***President, Board of Trustees*

Feb 2015 - Present

- ◆ Elected to President of 501c3 organization that maintains connections between alumni of Orrville High School
- ◆ Led redevelopment of association's strategy to enable contributions from new members & minimize financial risk

**Miami University Young Professionals Advisory Council (YPAC)****Oxford, OH***Analytics & Consumer Products Contributor*

Mar 2015 – Present

- ◆ Nominated to advise Farmer School faculty and administration on key activities related to education in analytics

**University Club Table Tennis****Oxford, OH***President and Co-Founder*

Jan 2010 – May 2013

- ◆ Chartered new student organization and club sport to cater to an unmet need within the Miami student body
- ◆ Established annual recruitment events and tripled member base over three year period

**University Honors Undergraduate Associates Program****Oxford, OH***Business 101 Undergraduate Associate*

Sep 2011 – Dec 2011

- ◆ Nominated to provide guidance & support for in-class cases, projects, and exams during scheduled office hours each week