

BRYAN MCCOY

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EXECUTIVE LEADERSHIP CONSUMER INSIGHTS & STRATEGY

Strategic Thinking | Data Analysis | Market Trend Forecasting | Consumer Behavior | Competitive Intelligence | Predictive Analytics | Business Case Development | Financial Acumen | Visionary Leadership | Team-Building & Mentorship | Cross-Functional Collaboration | Storytelling | Stakeholder Management & Influence | Transformation Leadership | AI Integration | Brand Positioning | Customer Experience Optimization | Category Management | Retail Merchandising & Shopper Experience Optimization | Portfolio & Assortment Strategy | Promotion Optimization

An accomplished executive leader in consumer insights and strategy within the CPG and retail sectors, **driving commercial growth and market leadership through actionable, data-driven strategies** that shape category innovation, merchandising optimization, and omnichannel consumer engagement. Recognized as a trusted architect of organizational solutions that resolve complex challenges, strengthen operations, and deliver measurable business outcomes. With an **MBA from the University of Michigan Ross School of Business** and extensive leadership **experience in retail, grocery, and healthcare** sectors, a proven ability to align cross-functional teams around a shared vision to achieve ambitious objectives.

Driving innovation and operational excellence through consumer-led decision-making and collaborative leadership, consistently achieving breakthrough results such as **increasing item sales by 20-30%** by implementing new check-out experience, implementing new business opportunities that **increased sales by \$80M in the first year, streamlined processes for custom research by 50%**, led pharmacy insights during COVID to **increase market share and foot traffic**. Known as a strategic partner to senior leadership, adept at influencing decisions and inspiring teams to reach their potential. Brings a holistic approach to leadership, combining a consulting mindset, problem-solving expertise, organizational development, and a calm, focused demeanor that fosters trust and unity in diverse teams.

EXPERTISE

- Transformed **impulse purchasing behavior** with a front-of-store queuing system driven by consumer research and data analysis, increasing item sales by **20-30%**. Developed a **space-to-sales funding model**, securing vendor investment and aligning with **executive leaders and cross-functional teams**, leading to a **full-chain roll-out** that maximized incremental revenue.
- Streamlined **market research operations** by increasing utilization of syndicated data, internal analytics, AI tools, and past studies prior to initiating new custom research. Reduced unnecessary research efforts, **cutting custom research timelines by 50% and enabling a 20% budget reduction** without compromising business outcomes or sales opportunities.
- Led Healthcare & Pharmacy Insights through COVID, creating leadership dashboards to **drive decisions under pressure**. Fostered greater collaboration internally and externally, working with **The White House** and industry stakeholders. Integrated new data sources, **boosting market share and foot traffic** by adapting to consumer behavior and vaccination trends.
- Drove strategy initiatives from proposal through execution and measurement, applying consulting expertise to deliver significant business expansion. Designed a store-within-a-store concept and online marketplace, aligning stakeholders on vision and execution to achieve **\$80M in incremental revenue within first year** through strategic innovation and seamless implementation.
- Experienced leading global teams of 20+ members and managing analytics / research budget of \$5M.

EXPERIENCE

TARGET CORPORATION

A \$100B+ omnichannel retailer offering food & beverage, health & beauty, apparel & accessories, home goods, sporting goods, electronics, and seasonal

Sr. Director, Category Insights | Chicago, IL

April 2022 – March 2025

Partnered with EVP and SVP leadership across merchandising categories, utilizing custom research, data, and analytics to generate actionable insights that fueled growth and informed long-term strategic planning. Led cross-functional collaboration across enterprise insights, loyalty, pricing, finance, and digital teams, driving cohesive consumer-led business strategies. Shaped data-driven decision-making and fostered innovation across teams.

- Established vision for 17-member global consumer and market research team, overseeing research budget of \$5M, driving integration of qualitative/quantitative research and leveraging syndicated, POS, and loyalty data to analyze shopper behavior and unlock growth opportunities.
- Advanced strategic growth initiatives through stakeholder engagement, ensuring alignment and support from key cross-functional teams to accelerate decision-making and guest-led planning.
- Refined internal consultation methods, championing AI-driven thematic analysis and exploring synthetic research, improving insight application for executive decision-making.

WALGREENS BOOTS ALLIANCE

Global leader in retail pharmacy, health, and wellness, operating over 8,000 locations across the U.S. and internationally with \$150B in sales. Provides prescription drugs, health and wellness products, and general merchandise, while also expanding its healthcare services through partnerships like VillageMD and CareCentrix.

Sr. Director, Global Insights – U.S. Pharmacy and Healthcare | Chicago, IL

2019 – 2022

Promoted into the role, showcasing expertise in leveraging insights and quickly building strategic relationships with executive and cross-functional leaders. Rapidly adapted to a new industry, leading your team during a critical period marked by high uncertainty during the COVID pandemic. Leadership included developing innovative analytics, forging new partnerships, and providing executives with enhanced dashboards and insights that offered a deeper understanding of customers and patients. Contributions were pivotal, particularly as Walgreens expanded partnerships with VillageMD, driving patient-centered care and business growth during unprecedented times.

- Directed insights for strategic COVID response and Village MD initiatives, aligning \$80B Rx business priorities and expanding the team by nearly 4x to enhance omnichannel experience.
- Integrated syndicated and loyalty data with consumer research to deliver a comprehensive view into customer behavior for business development and revenue growth.
- Championed analytics for market share tracking, competitor benchmarking, and customer-centric innovation.

Director, Customer Insights and Analytics – U.S. Convenience, Seasonal & Household Divisions | Chicago, IL

2017 – 2019

Expanded leadership scope, overseeing a larger team and collaborating with multiple lead merchants and their respective teams. Leveraged POS data, loyalty insights, and syndicated data from IRI to drive strategic decisions, optimizing assortments and space allocation while refining concept testing methodologies. Work played a crucial role in enhancing customer engagement, improving category performance, and ensuring data-driven execution across merchandising strategies.

- Pioneered a new check-out experience by driving macro/micro space optimization, loyalty card data analysis, and supplier funding needs, achieving positive NPV and a 20-30% item sales lift.
- Built internal consensus and external partnership support for large-scale implementation of optimized processes.

Director, Global Insights – U.S. Convenience & Seasonal Division | Chicago, IL

2015 – 2017

Led insights across all convenience categories while navigating the dynamic and rapidly shifting seasonal business. Leveraged POS data, loyalty insights, and syndicated data from Nielsen to analyze sales drivers and market share trends, identifying opportunities to refine strategies and enhance performance. Expertise in data-driven decision-making helped optimize category management and ensure adaptability in a fast-paced retail environment.

- Developed space reduction and SKU optimization strategy for secondary categories, overseeing \$2.5B in sales while outperforming projections with 45% SKU reduction and a limited 13% decline in sales (vs. forecasted 23% decline).
- Integrated consumer insights into merchandising strategies for market share improvement.

Sr. Manager, Customer Insights and Analytics – Convenience Division | Chicago, IL

2013 – 2015

Focused on Candy & Snacks as well as Beer, Wine, and Spirits, collaborating with vendors such as Wrigley, Mars, Ferrara, AB InBev, Molson Coors, Breakthru Beverage Group, and Southern Wine & Spirits. Developed data-driven insights to refine assortment strategies, enhance promotional effectiveness, and strengthen customer engagement, ensuring category growth and competitive positioning.

- Transformed candy aisle through customer-led, localized assortment strategies resulting in 3% growth on \$1B sales; recognized with Champion of Champions award for strategic leadership.
- Collaborated extensively across teams and suppliers to maximize category growth and impact.

SLALOM CONSULTING

A \$1.5B business and technology consulting firm specializing in strategy, transformation, and analytics, helping organizations drive innovation and growth.

Delivery Leadership | Chicago, IL

2011 – 2013

Drove program management efforts for a major healthcare insurer, collaborating closely with leadership in member access and services to enhance digital programs and improve user experience. Fostered strong working relationships across teams which resulted in business improvements and operational efficiencies. Additionally, took on an internal leadership role, strengthening employee engagement and retention to build a more connected and motivated team.

- Orchestrated cross-functional stakeholder alignment through effective program management, driving team performance, and achieving critical business objectives.
- Delivered \$18M in digital marketing initiatives aimed at optimizing customer acquisition and retention including creation of more personalized Hispanic marketing for health insurer.

DELOITTE CONSULTING

Manager, Strategy & Operations | Chicago, IL

2010 – 2011

Took on direct report leadership, expanding responsibilities and accountability for project success. Owned key deliverables, ensuring high-quality execution while engaging more directly with senior client leadership to drive strategic initiatives forward. Ability to navigate complex business challenges, develop talent, and deliver impactful results strengthened client relationships and project performance.

- Optimized customer experience for global telecom provider by implementing support center performance dashboards, transformation roadmaps, and organizational structure enhancements for improved business outcomes.

Senior Consultant, Strategy & Operations | Chicago, IL

2008 – 2010

Transitioned into the role after earning my MBA, working on a longer-term project that sparked my passion for retail strategy and category development. Took on a more elevated position, contributing to the growth of business analysts and consultants while leading complex workstreams that required analytics, stakeholder engagement, and strong verbal and written communication skills. Ability to drive strategic initiatives and collaborate effectively strengthened both team performance and business impact.

- Drove \$80M revenue expansion in first year via store-within-a-store retail innovation for a top 50 retailer, seamlessly integrating omnichannel execution and consumer insights.

KRAFT FOODS INCORPORATED

A multinational food and beverage conglomerate known for its wide range of brands, including Oreo, Nabisco, Maxwell House, and Oscar Mayer with annual sales in 2007 of \$36B.

Summer Associate Brand Manager | Glenview, IL

Summer 2007

Pursued interest in brand management, securing one of the most coveted internships in the field and ultimately earning a full-time offer. Provided first exposure to syndicated Nielsen data and experience in SKU reduction, product repackaging, and reformulation. Collaborated with cross-functional teams including food scientists, product development experts, and sales leaders in which I gained valuable experience in balancing consumer insights with business strategy to enhance product offerings and market performance.

- Led category rebranding initiatives, SKU rationalization efforts, and engaged sales teams for effective rollout strategies.

MICROSOFT CORPORATION

Global technology leader specializing in software, cloud computing, hardware, and AI-driven solutions with 2006 sales of \$44B.

MBA Consultant | Ann Arbor, MI / Redmond, WA

Winter 2006

In Michigan Ross's Multidisciplinary Action Project, provided consulting services to marketing leaders at Microsoft, working both remotely and on-site. Gained invaluable experience with global consumer survey measurement, analyzing data to address challenges related to geographical nuances in stated satisfaction scores. Recommendations helped Microsoft navigate these complexities, showcasing your ability to deliver actionable insights in a dynamic, real-world business setting.

- Analyzed global satisfaction survey data to assess cultural norms influencing scores, leading to recommendations on calibration across populations, which were shared with Steve Ballmer.

DELOITTE CONSULTING

Business Analyst/ Consultant, Strategy & Operations | Chicago, IL

2003 – 2006

As a Business Analyst and Consultant at Deloitte, you worked across multiple CPG clients, delivering strategic insights and operational improvements. Your leadership was quickly recognized, earning you a nomination to a national leadership council and later sponsorship from Deloitte to attend graduate school. Your ability to navigate complex challenges and drive impactful solutions set you apart as a rising leader within the firm.

- Launched post-merger bracket pricing program and optimized logistics with \$12M+ annual savings for major CPG client.

EDUCATION

UNIVERSITY OF MICHIGAN – Stephen M. Ross School of Business

Master of Business Administration

April 2008

- Emphasis: Management, Marketing, and Strategy

WASHINGTON UNIVERSITY – John M. Olin School of Business

Bachelor of Business Administration

May 2003

- Majors: Marketing, Finance, International Business; GPA: 3.6
- Partnered with London-based tech firm to understand consumer experience and gather testimonials to shape sales materials.