

h. TODD KIRBY

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• New York City metro area

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CHARACTER

Award-winning V.P. in research, insight & data. Help brands and clients across industries, with expertise in Healthcare/Wellness, Media, Entertainment, Emergent Brands, Electronics, Spirits, Telecom, CPG, Auto and Retail. Adept at building leading-edge product and seen as a cultural change agent who challenges norms.

KNOWN FOR

- growing revenue through development and branding of insight products & services
- building, coaching, and sustaining insight-driven team, competence and culture
- leading research & data biz dev and sales process, with forecasting and CRM
- synthesizing 1st and 3rd party data resources
- structuring digital data collection methods, with regulatory compliance, for client access
- conveying gritty, resourceful approach focused on agility and accomplishment
- providing perspective and opinion, enabling debate, and collaborating on the art of work
- distilling cross-platform fact-based narratives

EXPERIENCE

The Mighty (B2C Health and Wellness community, Research/Data platform)

New York, NY

2018 – 2020

V.P., Director of Insight – The Mighty “Lens”

- built from scratch a \$300K+ stand-alone revenue stream focused on recruiting, research, data & insight
- vital part of overall revenue growth, including \$1MM+ in research value among sponsorship packages
- key leadership team contributor in successful bid to raise \$10MM+ in Series B funding
- closed, fielded and managed 16 distinct revenue deals
- developed full suite of products, marketing collateral, prospecting strategy, revenue forecasting, pricing
- steered effort to name and market The Mighty “Lens” to Pharma, Wellness, Healthcare, Advocacy and Marketers
- worked with legal to establish data licensing products and pricing, with regulatory and compliance policies
- planned, fielded & analyzed omnibus proprietary research study: The Mighty 2019 Community Survey
- executed and managed all client projects from start to completion, from briefing to billing, including SOWs
- created fully functional “Lens” insight products in 3 areas: Recruitment (clinical trial & sampling), Research (primary quant, qual & social listening) & Data Licensing (3rd party data partnerships/fusions, data licensing)
- wrote prospecting & sales strategy, initiated outreach efforts, established marketplace credibility
- managed 100+ accounts and 200+ opportunities through CRM sales platform (Pipedrive)
- partnered with GCI Health to lend 1st party data & promote The Mighty Lens to prospective clients, including a feature in healthcare marketing trade pub MM&M, a booth at Eye for Pharma conference, and PR materials
- collaborated with CTO & product engineers to develop best practices for centralizing passive and active datasets
- presented at quarterly board meeting, describing The Mighty “Lens” and its growth potential
- partnered with executive & revenue teams at conferences, in sales meetings and on presentation writing

iHeartMedia

Chicago, IL & New York, NY

2015 – 2018

V.P., Research & Insight – Connections & Digital

- curated pre-sale research and insight narratives for growing digital business, social/event activations, and broadcast radio efforts to increase revenue for iHeartMedia and their top clients
- collaborated with national teams (C-Level, Marketing, Digital, Connections) to drive revenue across all assets
- used a host of digital 1st (Adobe) and 3rd party data resources (comScore) to consult with clients across all major categories on moving ad dollars to iHeartMedia. This helps generate millions of dollars in revenue
- evolved iHeartMedia's digital go-to-market perspective by infusing it with data debunking common myths
- responded to digital, holistic, and on-air RFPs by making compelling case for advertising with iHeartMedia
- activated multiple resources (e.g., social measurement tools like netbase, internal primary research, and external resources like Nielsen Audio) to create airtight cases for client growth

V.P./Director, Strategic Research & Intelligence

- held newly formed role uniting data resources for three tech clients: Samsung, Airbnb, and Twitter
- responsible for developing learning agendas (Airbnb), building evaluation criteria and recommending data partners for digital campaigns (Samsung), and creating measurement frameworks (Twitter)
- influenced more than \$600MM in decisions for Sprint, the 16th largest U.S. advertiser
- helped improve Sprint's media ROI by more than 3 points
- worked across teams to design strategy, provide insight, evaluate ad effectiveness, and compose trends

Spark Communications

V.P./Director, Strategic Research

2009 - 2012

- critical member of New Business acquisition teams: Wins totaling over \$500MM in billings included Dairy Queen, conAgra, NAPA Auto, STARZ, Famous Footwear, BirdsEye, and TGI Fridays
- led agency's efforts to reposition Spark's point-of-view in marketplace by renaming the company, facilitating the vision, presenting to SMG executive management, and implementing staff training modules
- developed analytics-driven strategy to map TGIF's Path to Purchase. Won SMG's Digital Plan of the Year.
- authored revolutionary work for ING Direct, evaluating TV programs through 7 online and offline measures
- mentored development of award-winning research talent (ARF Great Mind)

Associate Director – Director, Strategic Research

2006 - 2009

- vital part of winning New Business teams: Cranium, Disaronno, ING Direct, Daisy Brand
- fielded primary research into fantasy football users that inspired e*Trade's Mediaweek Plan of the Year

General Motors Planworks

2000 - 2006

Supervisor – Associate Director, Strategic Research

- managed \$2-3 million primary research and \$2.5 million syndicated annual research budget. Over a six-year period, directed design, analysis, and report-out of approximately 25 primary consumer research projects.
- first staff hire of Strategic Research team, tasked to drive insight-driven culture in GM's media planning AOR. Worked closely with Strategic Research EVP/Exec Director to develop and hone the future-forward practice.
- tailored primary research approaches to study both traditional and digital/emerging media/context, specific media targets, and broad media topics. Many studies considered first-of-its-kind (e.g., Diversity Context)

eDUCATION and hONORS

- M.A. in International & Intercultural Communication, University of Denver, Colorado (2000)
- B.A. in Psychology & Communication, University of Michigan, Ann Arbor (1991)
- JFAM Award Winner: "Recalibrating TV: Pioneering a New Metric" (ING Direct)
- Media Magazine named Spark "Boutique Agency of the Year"
- Mediaweek Media Plan of the Year Winner (e*Trade)
- Advertising Research Foundation (ARF) Great Mind Award Winner
- SMG Top Gun High Potential Leadership Program
- SMG Captivation Awards Winner

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- Blog post: ["A Plea for Strategic Research"](#), published by the MRIA of Canada
- 2019 Mighty Community Survey featured at EyeforPharma and in press, in partnership with GCI Health
- Media Research Club of Chicago (MRCC) Panel Moderator: "The Future of Set-Top Box"
- guest lecturer – Notre Dame University MBA Marketing class
- coordinated SMG GM Diversity in Advertising Internship program
- board member – Chicago Arts Partnerships in Education (CAPE)
- guest lecturer - Intro to Advertising and Media Measurement Undergraduate, University of Illinois
- previous background as ad agency media planner-supervisor