|  |  |
| --- | --- |
| **H. Todd Kirby** | New York City, NY | Remote ▪ 773.368.1484  tklius12@gmail.com ▪ [LinkedIn](https://www.linkedin.com/in/htoddkirby/) |

**SVP - Research & Insight (Profile)**

*Analytical and results-oriented insight strategist and consultant with extensive experience in market research and insights within healthcare, media, entertainment, emergent brands, electronics, spirits, telecom, CPG, auto, and retail industries.*

Proven track record of excellence in increasing awareness and skyrocketing revenue and market share through research, analysis, compelling brand strategy design, and campaign execution. Solid history of success in leading the implementation all research projects, preparing insightful reports based on analysis, and converting business problems into concrete and actionable research designs and methods. Performance driven transformational leader with demonstrated expertise in conducting effective training and development sessions and managing teams to achieve shared visions and goals. Skilled in developing robust business strategies, driving innovation and operational performance, and improving visibility and profits through extensive, research, brand innovation, strategic planning, and close monitoring of key metrics.

**Highlights of Expertise**

|  |  |
| --- | --- |
| * Research & Development * Media Insight & Strategy * Client Satisfaction & Retention * Market Research & Trend Analysis * Consumer Insights & Analytics * Sales Forecasting & Revenue Generation | * Data Collection & Analysis * Insight Product & Service Delivery * Regulatory & Compliance Management * Team Leadership, Development, & Training * Recruitment & Staffing Initiative * Customer Relationship Management |

**Career Experience**

The Mighty (B2C Health and Wellness Community, Research/Data platform), New York, NY

*Built a $300K+ stand-alone revenue stream with a focus on recruitment, research, and data insight.*

**V.P., DIRECTOR OF INSIGHT – THE MIGHTY “LENS”** (2018 to 2020)

Oversaw 100+ accounts and 200+ opportunities through CRM sales platform (Pipedrive). Created full suite of products, marketing collateral, prospecting strategy, revenue forecasting, and pricing and led process steps to introduce company to Pharma, Wellness, Healthcare, Advocacy and marketers. Collaborated with legal to develop data licensing products and pricing with regulatory and compliance policies. Spearheaded overall aspects of client projects from initiation to completion, from briefing to billing, including SOWs. Drafted prospecting & sales strategy, initiated outreach efforts, and established marketplace credibility.

* Closed, fielded, and managed 16 distinct revenue deals.
* Raised +$10MM in Series B funding as part of leadership team for a successful bid.
* Boosted overall revenue growth, including +$1MM in research value among sponsorship packages.
* Planned, fielded & analyzed omnibus proprietary research study: The Mighty 2019 Community Survey.
* Built best practices for centralizing passive and active datasets by collaborating with CTO and product engineers.
* Promoted company to prospective clients through a feature in healthcare marketing trade pub MM&M, a booth at Eye for Pharma conference, and PR materials through liaison with GCI Health.
* Created and implemented insight products in Recruitment (clinical trial & sampling), Research (primary quant, qual & social listening) & Data Licensing (3rd party data partnerships/fusions, data licensing).

iHeartMedia, Chicago, IL & New York, NY

*Administered pre-sale research and insight narratives for expanding digital business, social/event activations, and national radio efforts to boost revenue for iHeartMedia and top clients.*

**V.P., RESEARCH & INSIGHT – CONNECTIONS & DIGITAL** (2015 to 2018)

Employed multiple resources, including social measurement tools like Netbase, internal primary research, and external resources like Nielsen Audio for furthering client growth. Generated marketable talking points and determined opportunities to further develop/grow business by responding to digital, holistic, and on-air RFPs for advertising with iHeartMedia.

* Secured +$100M revenue across all assets by collaborating with national sales teams using data and research.
* Helped retain and grow client work through research, utilizing a host of digital 1st (Adobe) and 3rd party data resources (comScore), resulting in +$50MM in revenue.

Starcom MediaVest Group (Publicis Groupe), Starcom & Team Sprint, Chicago, IL

*Held responsibility for developing learning agendas (Airbnb), building evaluation criteria and recommending data partners for digital campaigns (Samsung), as well as creating measurement frameworks (Twitter).*

**V.P./DIRECTOR, STRATEGIC RESEARCH & INTELLIGENCE** (2012 to 2015)

Merged data resources for three tech clients: Samsung, Airbnb, and Twitter; cross-collaborated with teams to design strategy, provide insight, evaluate ad effectiveness, and compose trends.

* Directly influenced +$600MM in media investment decisions for Sprint, the 16th largest U.S. advertiser.
* Proved instrumental in improving Sprint’s media ROI by more than 3 points.

Spark Communications, Chicago, IL

*Managed agency efforts to reposition Spark’s point-of-view in marketplace by renaming company, coordinating vision, presenting to SMG executive management, and implementing staff training modules.*

**V.P./DIRECTOR, STRATEGIC RESEARCH** (2009 to 2012)

Coached and mentored development of award-winning research talent (ARF Great Mind). Authored revolutionary work for ING Direct, evaluating TV programs through 7 online and offline measures.

* Developed and implemented analytics-driven strategy to map TGIF’s Path to Purchase.
* Awarded with Digital Plan of the Year by SMG’s.
* Achieved +$500M in billings for Dairy Queen, conAgra, NAPA Auto, STARZ, Famous Footwear, BirdsEye, and TGI Fridays.

*Additional Experience as* ***Associate Director*** *(2006 to 2009) ▪ Spark Communications, Chicago, IL |* ***Supervisor – Associate Director, Strategic Research*** *(2000 to 2006) ▪ General Motors Planworks*

**Education & Credentials**

**M.A. in International & Intercultural Communication** | University of Denver, Colorado

**B.A. in Psychology & Communication** | University of Michigan, Ann Arbor

**Professional Development:** 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

**Awards:** JFAM Award Winner: “Recalibrating TV: Pioneering a New Metric” (ING Direct) | 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