

DAVID HALL

STRATEGIC PLANNING | DATA ANALYTICS | CONSUMER INSIGHTS



New York City, NY



+1 (347) 548-6992



dahall05@gmail.com



[linkedin.com/in/david-hall-19168454](https://www.linkedin.com/in/david-hall-19168454)

Unique skillset built on over 12 years experience in strategic planning, consumer insights and engineering operations planning roles at major international fashion/retail and mining companies. Leader of teams, problem solver and reliable business partner across multiple industries.

PROFESSIONAL EXPERIENCE

PVH EUROPE, AMSTERDAM (NETHERLANDS) - global fashion/retail organization

Director, Brand Strategy Planning

Mar 2022 - Sept 2023

Leveraged consumer insights, commercial data and competitive context to measure performance of and advise on strategic brand priorities.

Promoted from Senior Manager to Director within six months by exceeding expectations and elevating the team's work within the wider business.

- Led cross-functional team implementing first global consumer and brand KPI dashboards for Tommy Hilfiger, Calvin Klein and competitors. Presented regularly to C-level leaders, driving choices to achieve ~\$250M incremental revenue yoy and +200 basis pt (bps) awareness uplift.
- Managed and executed "Situational Brand Analyses", distilling insights from macro-trends, consumer research, marketing and commercial data. Analyses' implications led to strategies generating +300 bps brand relevancy & visibility uplifts and +20% yoy member base growth.
- Built "Consumer Fact Packs" leveraging all available consumer, brand, commercial and competitor data for Annual Operating Plan and Budget annual milestones. Guided global & regional leaders to make insights-based decisions for long term strategies.
- Built Brand Strategy Planning team framework, recruited for vacant roles and manager of four professionals (employees and freelancers).
- Sourced and managed external consultancy for project support. Managed department's OPEX budgets (>€5M).

Manager, Consumer Insights

Apr 2017 - Mar 2022

Led quantitative and qualitative consumer research projects, providing actionable insights for Product, Marketing and Direct-To-Consumer (DTC) teams.

Promoted twice for exceeding expectations and growing importance of Consumer Insights department throughout the global organization.

- Executed multiple qualitative (ie. interviews, focus groups, store visits) and quantitative (ie. surveys, sales analysis, search/social listening) research projects to define target consumer segment/profile for TH Menswear, driving \$130M (+28%) incremental revenue over 4 years.
- DTC shopper research and a 200+ store/city optimization model supported 37% growth (~\$120M) for the DTC business in 4 years.
- Created, maintained and automated databases and Tableau dashboards to visualize consumer sales, e-commerce, brand health and 3rd party syndicated data. Drove significant product optimization, reducing go to market time by ~20% and sample production by >10%.
- Built strong working relationships with all stakeholders (junior and senior), investing time to learn their insights and analytics needs.
- Managed external research agencies and contractors. Sourced and procured 3rd party syndicated data.
- Recruited for and manager of Consumer Insights Specialist. Managed department budget and primary contact for legal department.

Global VIP & Celebrities Manager – Tommy Hilfiger

Aug 2016 - Apr 2017

- Planned and executed product gifting to VIPs and celebrities. Generated ~400M social reach at >3% engagement rates.
- Analyzed VIP gifting performance and advised on potential brand ambassador choices using social listening and earned media value reports

RIO TINTO, PERTH (AUSTRALIA) - global mining organization

Team Lead - Mine Operations Planning

Jul 2015 – Mar 2016

- Led a team of 16 engineers in daily/weekly operations scheduling, planning and reporting for a 400+ person, \$4B per year mine operation.
- Provided expert operational knowledge to technical mining engineers developing medium (2yr) and long term (5yr) mine plans.
- Monitored, adjusted and communicated operations plans with cross-functional leadership to ensure optimal integration in full Rio Tinto supply chain of mines, rail and port operations (~\$30B annual revenue).

Mining Engineer - Mine Operations Planning

Feb 2011 – Jul 2015

- Created and shared daily / weekly mine schedules and conformance / utilisation reporting, ensuring production and quality targets met.
- Liaison with contractors and representative for mining operations in key project infrastructure and earthworks.
- Spent 12 months as production crew member as part of graduate program. Operated haul trucks and member of explosives crew.

EDUCATION

Bachelor of Engineering (Mining) - Graduated with Honors

2007-2010

The University of Western Australia, Perth, Australia

ATTRIBUTES, SKILLS & INTERESTS

- Pro-active, highly skilled problem solver
- Strong written & oral communication skills. Confident working with C-level
- Project and stakeholder management (internal and external agencies)
- Quant & qual consumer research, sales analytics, search analytics, social listening
- Highly advanced skills in MS Excel, PowerPoint and full MS Office suite
- Advanced skills in Tableau, PowerBI, PowerQuery, Alteryx, SQL query writing
- Experienced in BrandWatch, Audiense, Sprinklr, Google Analytics, Google Trends, Answer the Public
- Sports - Australian football, basketball, running, golf, soccer, NFL, surfing, tennis
- Good food, wine and beer
- Listening to and finding new music
- Travelling