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Dheeraj Chand
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PROFESSIONAL SUMMARY

Results-driven Marketing & Data Analytics Professional with 21 years of experience translating complex data insights into compelling market strategies and customer narratives. Expert in market intelligence, competitive analysis, and data-driven positioning with proven success leading cross-functional teams and launching B2B SaaS platforms used by thousands of users. Deep expertise in survey methodology, customer segmentation, and go-to-market strategy development.

KEY ACHIEVEMENTS AND IMPACT

Marketing Strategy & Client Success

- Rewrote services offering for multi-million dollar advertising agency data department
- Restructured Decision Sciences Department to scale capabilities from small-scale data analysis to comprehensive big data operations
- Improved project delivery timelines by 40% through introduction of version control and Agile methodologies
- Revealed new insights about existing customers through spatial analysis and consumer segmentation methodologies

Research & Analytics Innovation

- Built the first collaborative and multi-actor contributed poll of polls used by the Democratic Party
- Developed RACSO platform for pollsters to fully administer research, analyzing bids from 1,200 vendors
- Engineered FLEEM system using Twilio API for thousands of simultaneous phone calls for IVR polls
- Pioneered the integration of advanced mapping techniques into standard reports, including choropleths and hexagonal grid maps

Data-Driven Marketing

- Led multi-million dollar market research projects involving sensitive consumer data with privacy compliance
- Developed advanced segmentation models using demographic, psychographic, and behavioral data
- Created comprehensive data visualization solutions that improved clients' understanding of complex research findings
- Managed national polling team of five data analysts for consumer insights and market intelligence

CORE COMPETENCIES

Product Marketing Core: Market Intelligence & Competitive Analysis; Product Positioning & Messaging Development; Go-to-Market Strategy & Product Launch Management; Customer Segmentation & Buyer Persona Development

Research & Analytics: Survey Methodology & Customer Insights; Market Research Design & Implementation; Competitive Intelligence & SWOT Analysis; A/B Testing & Conversion Optimization

Communication & Technology: Strategic Messaging & Narrative Development; Technical Concept Translation for Business Audiences; Data Visualization & Reporting (Tableau, PowerBI, d3.js); Client Relationship Management & Business Development

PROFESSIONAL EXPERIENCE

Siege Analytics, Washington, DC | PARTNER 2005 – Present
Marketing Strategy and Data-Driven Insights

- Conducted comprehensive quantitative and qualitative research studies for political candidates and major organizations, providing actionable consumer insights and market intelligence

• Designed and implemented advanced segmentation models using demographic, psychographic, and behavioral data to identify high-value targets

• Led multi-million dollar market research projects involving sensitive consumer data, ensuring compliance with privacy regulations while delivering actionable insights

• Translated complex technical concepts into clear, actionable messaging that drives customer adoption and business growth

GSD&M;, Austin, TX | ANALYTICS SUPERVISOR November 2019 – June 2020
Data Department Transformation and Client Strategy

• Transformed the small data team into a big data engineering team, going from working on small datasets on laptops to using Hadoop Clusters and Hive on AWS

• Rewrote the mission and offerings of the department and drafted a plan for how it would integrate with the rest of the strategy team

• Managed accounts for United States Air Force, Southwest Airlines/Chase and Indeed with focus on data-driven marketing insights

• Introduced version control and Agile methodologies to the data team, improving project delivery timelines by 40%

Helm/Murmuration, Washington, DC | DATA PRODUCTS MANAGER June 2021 – May 2023
Consumer Insights and Market Intelligence

• Conceived and led implementation of comprehensive multi-tenant data warehouse integrating consumer demographic, economic, and behavioral data

• Overhauled the organization's survey methodology and polling operations, significantly improving data accuracy and response rates

• Managed and developed one of the in-house polling teams, focusing on Random Device Engagement (RDE), text message and web panel collected surveys

• Developed advanced data pipelines for machine learning applications that enhanced consumer segmentation and predictive modeling capabilities

Myers Research, Washington, DC | SENIOR ANALYST August 2012 – February 2014
Market Research and Consumer Insights

• Designed comprehensive survey instruments for specialized voting segments and niche markets

• Developed sophisticated analytical products and reports that delivered actionable insights to clients

• Co-developed RACSO web application to manage all aspects of survey operations, from instrument design to data collection and analysis

• Introduced geospatial techniques to enhance market segmentation capabilities, providing clients with location-based consumer insights

For a more detailed, full description of my experience, please visit my LinkedIn and Personal Site.