

## 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. Skilled at turning complex technical concepts into clear, actionable messaging that drives customer adoption and business growth across political, technology, and consulting sectors.

## 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; Cross-functional Team Leadership & Collaboration; Sales Enablement & Training Material Development; Data-Driven Decision Making & Analytics Interpretation

**Research & Analytics:** Survey Methodology & Customer Insights; Market Research Design & Implementation; Competitive Intelligence & SWOT Analysis; Customer Journey Mapping & Behavioral Analysis; Statistical Modeling & Trend Analysis; Performance Metrics & Dashboard Development; A/B Testing & Conversion Optimization

**Communication & Technology:** Strategic Messaging & Narrative Development; Technical Concept Translation for Business Audiences; Stakeholder Communication & Presentation Skills; Data Visualization & Reporting (Tableau, PowerBI, d3.js); Marketing Technology Stack Integration; Content Strategy & Thought Leadership; Client Relationship Management & Business Development

## PROFESSIONAL EXPERIENCE

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## **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
- Developed and deployed custom research software that processed billions of consumer records for pattern analysis, fraud detection and entity resolution
- Built and maintained client relationships across diverse industries, consistently delivering insights that drove strategic decision-making
- 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%
- Managed three analysts, mentoring them in advanced market research techniques and data analysis
- Implemented spatial analysis and consumer segmentation methodologies that revealed new insights about existing customers

## **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
- Worked on standardizing questions, survey instruments and call methods, along with building a meta-analytical dataset for longitudinal analysis
- Managed a cross-functional team of eleven data engineers and analysts, establishing best practices for research methodology and data analysis
- 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

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- 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
  - Standardized reporting methodologies to improve clarity and impact of research findings
  - Provided strategic counsel to Democratic campaigns, political actors, and NGOs through quantitative and qualitative research

## **Progressive Change Campaign Committee, Washington, DC | RESEARCH DIRECTOR** **August 2011 – August 2012**

### **Political Marketing and Campaign Strategy**

- Engineered FLEEM web application using Twilio's API to make thousands of simultaneous phone calls for IVR polls
- Used FLEEM for early quantitative research in support of Senators Martin Heinrich and Elizabeth Warren
- Led all aspects of survey design, implementation, data analysis, and reporting for major national studies
- Developed new statistical methods for boundary estimation techniques, enhancing geographic market segmentation capabilities
- Created comprehensive data visualization solutions that improved clients' understanding of complex research findings
- Provided tabular and graphical reporting with plans for interactive data exploration capabilities

## **Lake Research Partners, Washington, DC | PROGRAMMER April 2008 – December 2008**

### **Market Research and Consumer Analysis**

- Worked on all aspects of questionnaire design, sampling, reporting and analysis for political actors in Congressional, Senate and Presidential elections
- Built the first collaborative and multi-actor contributed poll of polls used by the Democratic Party and affiliated actors
- Designed questionnaires and analyzed data for complex market research studies across diverse industries
- Conducted statistical modeling and analysis to address multifaceted consumer behavior questions
- Pioneered the integration of advanced mapping techniques into standard reports, including choropleths and hexagonal grid maps
- Developed innovative approaches to visualizing demographic and market data, enhancing clients' understanding of research findings