dheeraj.chand@gmail.com

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GitHub: github.com/dheerajchand

Dheeraj Chand

[RESEARCH, ANALYSIS, ENGINEERING] → UNDERSTANDING

Austin, TX (30.2672°N, 97.7431°W)

PROFESSIONAL SUMMARY

Results-driven Marketing & Data Analytics Professional with 15+ 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

Rewrote services offering for multi-million dollar advertising agency data department • Built the first collaborative and multi-actor contributed poll of polls used by the Democratic Party • Led multi-million dollar market research projects involving sensitive consumer data with privacy compliance

CORE COMPETENCIES

Software Engineering • Data Engineering • Data Analysis • Geospatial / Demographic Expertise • Research & Analytics • Programming & Development • Data Infrastructure

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

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- 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 (https://www.linkedin.com/in/dheerajchand/) and Personal Site (https://www.dheerajchand.com).

TECHNICAL SKILLS

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