

PETER PADAYACHEE
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SUMMARY OF QUALIFICATIONS

- Over 10 years experience in market research and analytics
- Skillful in the planning and execution of custom narratives, quantitative surveys, and qualitative projects for clients in various industries (e.g., automotive, healthcare, and digital technology industries)
- Strong proficiency and knowledge of advanced analytics software (e.g., Adobe Analytics/Omniture and Tableau), Microsoft Office applications, survey-specific language (HTML) and survey software packages (e.g. Vision Critical and Confrimit), SPSS, Salesforce, and QuickBooks Pro

EXPERIENCE

Kelley Blue Book/Cox Automotive

Irvine, CA

Sr. Analyst

December 2016 –

Present

- Function as a consultative partner and subject matter expert for KBB and Autotrader Sales Teams as well as large automaker clients and their respective advertising agencies
- Lead cross-functional project management across various teams to help clients better understand consumer behavior, online shopping patterns, and market trends on both KBB and Autotrader websites
- Frequently use advanced analytics software (e.g., Adobe Analytics/Omniture and Tableau) to manage and examine big data
- Create custom consulting narratives which include actionable insights, strategic recommendations, and in-depth analyses around automakers' brand, vehicle models, and markets
- Identify areas to deliver market leading messages to enhance partnerships with automakers, advertisers, and internal and external industry executives
- Help create and automate new analyses/KPIs around in-house metrics (e.g., from survey or site data)
- Study brand and model performance, competitive analysis, and industry trends around clients' markets by attending events (e.g., LA and NY auto shows)
- Train existing and new team members on software, analyses, and story development

Kelley Blue Book/Cox Automotive

Irvine, CA

Sr. Market Research and Quantitative Analyst

May 2015 – December

2016

- Supported existing and developed new KBB products utilizing survey, web, and automotive industry data
- Managed market research studies which mainly included the designing of questionnaires, survey programming with Vision Critical, analyzing data using SPSS, and developing insights and recommendations for internal and external automaker/ad agency clients
- Supported the management of KBB's internal panel, which included community engagement
- Managed vendor relationships for 3rd party studies (e.g., Insight Express, ComScore, Millward Brown)
- Managed and assisted with report creation (including writing, analysis, chart, and table creation) in Excel or PowerPoint, presentation development, and provided depth and/or color to questions in meetings with Sales and Product Teams
- Performed QA on various reports to ensure data accuracy, consistency and relevancy

Actionable Research, Inc.
CA
Project Manager
2015

Aliso Viejo,
April 2012 – May

- Developed research solutions for clients through participation in conference calls and in-person meetings
- Created timelines and survey and interview instruments (including screeners) for all research and client types (digital technology, business services and consumer, and medical sciences and dental)
- Facilitated and coordinated vendor resources for surveys (panel provider quotes), IDIs (participant recruiting and interviewing), and focus groups (facility recruiting and management)
- Programed surveys using Conformat, monitored data collection, and communicated to clients as required
- Imported survey results into SPSS, analyze, and develop professional reports with commentary
- Participated in the presentation of results to clients both in-person and in WebEx sessions
- Entered job estimate information and invoicing information into QuickBooks Pro and Salesforce
- Participated in conference calls with prospective clients and assist in proposal development and writing

Rxperts, Inc.
CA
Project Manager
2012

Irvine,
November 2007 – March

- Assisted large healthcare organizations and pharmaceutical manufacturers with projects related to insured pharmacy programs of existing and new products and medical devices
- Developed, managed, and executed market research surveys and telephonic interviews, including timelines of responses, data tabulation, final analysis and report preparation
- Participated in the delivery of market research reports and presentations to clients (on-site or in-house)
- Organized medical conferences with healthcare professionals and pharma companies by coordinating attendee correspondence, materials, and validating hotel and travel to assure program successes
- Prepared invoices and facilitated payments for market research projects and medical conferences
- Recruited new specialists for surveys and consulting network database
- Involved in one of the largest resource tools in the U.S. on specialty and injectable pharmaceuticals

Leerink Swann & Company/MEDACorp
Research Associate
2007

Boston, MA
September 2005 – July

- Developed and executed MEDACorp Physician Surveys and wrote executive summaries of results for institutional clients and company's internal management teams (e.g., equity analyst and venture capital)
- Posted surveys online in a web-based format, collated data, performed detailed analyses of data in Excel, and wrote preliminary summaries of pooled data
- Consulted daily with internal senior management, physicians, and other biomedical professionals within the company and the healthcare community
- Presented published survey highlights to Leerink Swann's top-rated healthcare institutional sales force
- Evaluated financial markets, specifically researching common stocks within the healthcare industry, and synthesized in-house data to understand market needs and develop business opportunities

BBK Healthcare, Inc.
Marketing Consultant
2005

Newton, MA
September 2004 – August

- Assisted in product development and patient recruitment services for clinical trials
- Developed and evaluated metric-driven models and processes to produce tactical performance reports for clinical study teams
- Planned in-house and external speaking engagements, conferences, and promotional events

EDUCATION

Brown University

Providence, RI
September 2000 – May

2004

- Dual Bachelor's Degrees in Business Economics and Modern American History
 - Economics Degree focused on Corporate/International Finance and Managerial Decision Making

COMPUTER SKILLS

- Strong proficiency in advanced analytics software (e.g., Adobe Analytics/Omniture and Tableau), Microsoft Office applications (e.g., Excel, Word and PowerPoint), SPSS, Salesforce, and QuickBooks Pro
- Fluent in the process of programming surveys using survey-specific language (HTML) and software packages (e.g., Vision Critical and Confront) as well as experience in Conjoint Analysis (e.g., Sawtooth)