

EVAN P. OSTER

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Summary

World-class Customer Analytics & Consumer Insights executive leading the application of data to address Marketing business issues. Broad and deep knowledge developed as both client and supplier in international and domestic businesses, covering FMCG, consumer durables, luxury goods, media, and telecommunications industries.

Experience

SCIMARK

2015-present

Managing Director

Miami, FL

Consult with clients to predict customer lifetime value by applying probability models, such as Pareto/NBD, to individuals' transaction histories. Implement a test & learn approach to growing CLV, revenue, and profit through targeted marketing actions.

DE LA RIVA GROUP

2013-2014

Vice President

Miami, FL

Business Development for Latin American Regional and US Hispanic primary market research services.

MILLWARD BROWN ACSR

2011-2012

Group Account Director

Beijing, China

Led account team delivering Chinese component of global Tracking study for The Coca-Cola Company, one of the agency's largest clients, including the Coca-Cola, Sprite, and Minute Maid brands. Responsible for several million dollars of business and managed team of seven.

GFK CUSTOM RESEARCH NORTH AMERICA

2009-2011

Vice President

Media, PA

Led client engagements totaling several million dollars for the Brand and Communications practice area. Achieved turnaround and exceeded profitability target on agency's largest global Tracking project, for the Brown-Forman Corporation, including the Jack Daniel's brand.

BACARDI GLOBAL BRANDS

2001-2008

Director Planning & Research Americas – Senior Global Brand Planner

Miami, FL

Key leadership role in transforming Market Research function from project-based to Planning focus. Proactively delivered influential planning expertise to global brand teams and to local market business units, primarily in the Americas region and additionally in Asia Pacific. Managed one consultant and \$2 million spend.

- ♦ Core team member and change agent on Global Brand Executive teams and in the global strategic brand planning process, including the Bacardi, Dewar's, Grey Goose, Bombay Sapphire, and Cazadores brands
- ♦ Passionate advocate for voice of the consumer in global cross-functional teams
- ♦ Thought leader in bringing new analytical tools and data sources into the business

MEASURECAST (now NIELSEN AUDIO)**2001****Vice President Research****Portland, OR**

Chief Research officer for start-up service measuring the size and composition of online streaming media audiences. Represented the company and its methodology to media research community, and supported sales to broadcasters and advertising agencies. Managed one direct report.

MTV NETWORKS LATIN AMERICA**1999-2000****Research Director****Miami, FL**

Led all Market Research for MTV and Nickelodeon cable television and online media businesses in Latin America and implemented regional components of global projects. Managed five direct reports and \$1 million budget.

- ♦ Supported Ad Sales in achieving record-breaking revenue results, increasing over 60% versus previous year

STRATEGY RESEARCH CORPORATION (now IPSOS)**1998-99****Vice President****Miami, FL**

Business development and project management of custom, primary research services in Latin American and US Hispanic markets, including both quantitative and qualitative work.

- ♦ Provided critical support to key client, American Express, that helped transform the relationship from a regional to a global level; result was invitation to bid on multiple \$1 million projects.

THE NPD GROUP**1994-97****INTELECT, Director - Latin America (1995-1997)****Port Washington, NY**

Developed information services covering Latin American markets for the Consumer Electronics industry. Sold to senior management of multinationals, including Sony and Samsung, and achieved 24% growth. Managed business activities in Brazil, Mexico, and Japan. Managed one direct report.

PANEL MEXICO, Executive Director (1994-95)**Mexico City, Mexico**

General manager of startup consumer market research joint venture formed by US, Mexican, and Brazilian groups. Responsible for \$2 million budget, 120 employees, and multinational clients.

CITICORP POS INFORMATION SERVICES**1989-93****Marketing Manager****Stamford, CT**

Managed re-launch of targeted direct mail media service using "big data", the largest database of actual consumer purchase behavior ever assembled. Directed analysis of previous product, participated in concept development, designed improvements, and supported sales launch.

INFORMATION RESOURCES, INC.**1987-89****Marketing Consultant****Wayne, NJ**

Developed client base for PromotionScan, an information service using supermarket retail scanner data to track sales. Provided analytic consulting services helping company win \$1 million contract, including Oreo, Chips Ahoy!, Ritz, Triscuit, and Premium Saltines brands.

Education

THE WHARTON SCHOOL, University of Pennsylvania*Master of Business Administration in Marketing***May 1987**

Philadelphia, PA

THE UNIVERSITY OF PENNSYLVANIA*Master of Arts in International Studies***May 1987**

Philadelphia, PA

*Fellow, The Joseph H. Lauder Institute of Management and International Studies***BROWN UNIVERSITY***Bachelor of Arts in Applied Mathematics***June 1982**

Providence, RI

Languages and Professional Development

- ♦ Fluent in Spanish. Conversant in Portuguese.
- ♦ Lecturer in Marketing Research and Analytics at University of Miami, 2018
- ♦ Guest lecturer in Big Data Analytics and in Marketing Research at University of Miami, 2008, 2009, 2014, 2017
- ♦ Wharton Executive Education Marketing Metrics: Linking Marketing to Financial Consequences, Certificate, October 2014
- ♦ Wharton Executive Education Strategic Value of Customer Relationships Program, Certificate, April 2014
- ♦ Wharton Successful Applications of Customer Analytics Annual Conference, May 2014, 2015, 2016, and 2017
- ♦ Wharton Customer Centricity Summit: High-Velocity Growth, November 2014 and November 2015
- ♦ University of California, Santa Cruz on Coursera – Bayesian Statistics: Techniques and Models, August 2017
- ♦ Marketing Accountability Standards Board Summit, August 2016
- ♦ Microsoft Advanced Analytics Boot Camp: Cortana Intelligence Suite, Azure, May 2016
- ♦ Microsoft R for Data Science, Microsoft Analytics Training Partners, September 2016
- ♦ DataCamp – Machine Learning Toolbox, February 2017
- ♦ American Marketing Association Advanced Research Techniques Forum, June 2008, June 2014, June 2015, and June 2016
- ♦ University of Georgia Advanced School of Marketing Research, Certificate, November 2008
- ♦ Center for Creative Leadership – Developing the Strategic Leader (Certificate, May 2008), Leadership Development Program (Certificate, January 2003)
- ♦ Creative Education Foundation – Springboard to Creative Problem Solving, June 2016
- ♦ Primary company representative at Market Research Executive Board, 2005-2008
- ♦ RIVA trained moderator, Certificate, March 2006
- ♦ Speaker – American Marketing Association Insights Through Innovation Research Conference, January 2006
- ♦ SAS Analytics Experience, September 2016
- ♦ R, SAS, SQL, Tableau, Qualtrics