

DAN BULLDOG V

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Consumer Packaged Goods

EDUCATION

YALE SCHOOL OF MANAGEMENT

New Haven, CT

Master of Business Administration (MBA)

2017

- Research Editor, Yale Center for Customer Insights; Chair, Marketing Club; Chair, Outreach Nonprofit Consulting Club
- GMAT: 720 (95% Percentile)

JOHNS HOPKINS UNIVERSITY

Washington, DC

Master of Arts (MA), Applied Economics

2014

- Key Coursework: Game Theory, Behavioral Economics, Econometrics
- GPA: 3.8/4.0

GRINNELL COLLEGE

Grinnell, IA

Bachelor of Arts (BA), Economics

2011

PROFESSIONAL EXPERIENCE

UNILEVER

Englewood Cliffs, NJ

Associate Brand Management Intern, Global Hair Brand Development

Summer 2016

- Created strategic market development plan to launch new format across all Unilever hair brands globally and grow market share in established markets by recommending next generation product development priorities
- Collaborated with regional and global cross-functional teams to establish the triggers and barriers for a new format launch in priority markets; managed concept, product and communications testing in Brazil, China and Japan
- Managed the creative development of storyboards for TV advertising in the UK, resulting in an outstanding test score in preview. TV commercials to air in August 2013

THE ADVISORY BOARD COMPANY

Washington, DC

Senior Marketing Manager, Business Intelligence

2014 – 2015

- Led re-launch campaign for business intelligence program; developed compelling value proposition and marketing strategy, conducted market analysis and implemented strategy resulting in \$750K in revenue
- Analyzed customer survey data, developed competitive landscape reports, created concise marketing collateral and presented to over 200 hospital executives; resulted in 72 potential client leads
- Managed two associates in achieving aggressive monthly and quarterly sales goals by providing coaching and resources

Dedicated Advisor, Business Intelligence

2013 – 2014

- Managed a portfolio of \$3MM and provided on-site consulting for 35 clients; led cross-functional client teams to define quality of care objectives, examine current antibiotics usage patterns and drive change management initiatives; resulted in a reduction of 1.74 days in average inpatient length of stay
- Analyzed client data to assess performance and conducted ad-hoc analyses for hospital executives resulting in over \$1.2MM in annual savings

Business Analyst, Business Intelligence

2012 – 2013

- Analyzed hospital quality and surgical data and delivered easy to use dashboards for physicians to illustrate opportunities for judicious use of broad spectrum antibiotics

Strategic Planning and Operations Associate – Audits Lead

2011 – 2012

- Conducted pro-forma analysis for expansion of client base to physical group practices and assisted in primary market research for new physician practice division; division launched in 2009

GRINNELL COLLEGE

Washington, DC & Grinnell, IA

Donald L. Wilson Program in Enterprise and Leadership Grantee

2010

- Developed grant proposal for One Economy Corporation to the Rosenberg Foundation for \$250K to support online programming targeted at recent immigrants; grant approved and project implemented in 2006

ADDITIONAL INFORMATION

- Computer skills: SAS, STATA, EViews, SQL
- Languages: Hindi, Dutch(basic)
- Interests: Concerts in unusual venues, non-profit consulting, road trips, veggie co-ops