

## Project Manager – Market Research & Analytics

Highly creative, adaptable leader with a track record of managing both large and small-scale worldwide market research projects for a wide range of clients. Extensive operations background that includes helping organizations increase efficiency and achieve optimum performance. Excels at executing complex projects according to schedule, budget, and requirements by removing critical project barriers. Expertise in analyzing marketing research data to generate actionable insights for key stakeholders. Passionate about leading, motivating, and driving employees to reach their full potential. *Areas of expertise:*

Global Project Management | Operations & Program Management | Market Research | Project Management Life Cycle  
Survey & Questionnaire Design | Quantitative / Qualitative Research | Client Services | Data Collection | Research Design  
Competitive Data Analysis | Consumer Insights & Behaviors | Segmentation | Process Improvement

## Professional Experience

### IPSOS (formerly Synovate) | 2010 – 2017

#### **Director, Computer Aided Telephone Interviewing (CATI) Operations** (2015 – 2017)

- Provided high-level leadership and operational oversight to five team members and key U.S. clients to ensure all CATI data collection and ad-hoc projects were accurately and efficiently completed on-time, according to scope, and within budget.
- Executed one of the team's largest tracker projects, totaling ~\$1M, via effective project planning, resource allocation, team management, and risk mitigation.
- Worked closely with clients to assess their unique project needs and identify the best project design at competitive costs.

#### **Director, Global Research Services (GRS) Operations** (2010 – 2015)

- Led team of two project managers that completed data collection and market research projects across 86+ countries outside of North America.
- Managed and delivered on schedule a ~\$5M global project across 20+ countries for a large packaged goods client.
- Leveraged multiple data collection methodologies to execute custom global market research projects; drove operative, high quality, and cost-effective processes to achieve project milestones.
- Drove new business by creating competitive quotes for collecting data in countries outside of North America.

### SYNOVATE (formerly Market Facts, Inc.) | 2003 – 2010

#### **Vice President, CATI Operations** (2006 – 2010)

- Oversaw \$2M-\$3M budget and daily operations of the CATI Project Management, Sampling and Technical Support teams of 15-20 in the Telephone Research Services operations group; ensured team goals aligned with business objectives, established performance metrics, and hired, trained, and motivated staff to achieve assigned deliverables.
- Led cross-functional teams that supported \$2M in annual business by implementing Computer Aided Telephone Interviewing (CATI) data collection methodology and compiling accurate samples for CATI market research projects.
- Increased operating efficiency via continuous process improvements and effective workload and resource management.
- Attained high levels of internal client satisfaction by serving as a liaison between client services and operational teams.

#### **Integration Specialist Operations** (2004-2006)

- Ensured 20-30 staff at up to four remote satellite offices successfully delivered projects according to scope via proactive training.
- Partnered with operations and outlying client service teams to assess project needs and allocate necessary resources.
- Conceptualized and developed new project management standards, processes, best practices, and training materials.

#### **Account Group Manager Client Services** (2001-2004)

- Built, trained, and led a research project management team of 5-7 staff that supported sound research methods, best practices, and technologies for key accounts and various industry clients that generated ~\$3M in annual sales.
- Helped develop reporting analytics based on client requirements and executed costing and study/questionnaire design.

- Grew sales by providing exceptional client support, establishing strong client relationships, and resolving complex issues.

*Early career at Market Facts, Inc. includes Senior Study Director and Research Analyst to Study Director in Client Services.*

## **Education**

**Bachelor in Business Communications, Organization Development, Training & Development | UNIVERSITY OF MINNESOTA**