

**PROFESSIONAL SUMMARY**

*Experienced Marketing Research Executive and Scholarly Practitioner providing marketing and customer analytics consulting to leading CPG's, retailers, and other businesses. Passionate servant leader dedicated to the success of my students by empowering them with leading technology and connecting them, and our programs, to influential organizations.*

**PROFESSIONAL PROFILE**

***Xavier University***

***Sr. Teaching Professor, Department of Marketing***

***Teaching Professor, Department of Marketing***

***Program Director, M.S. Customer Analytics Program***

***Adjunct Faculty, Department of Marketing***

**Cincinnati, OH**

**March, 2021 to Present**

**July, 2015 to March, 2021**

**July, 2015 to June, 2022**

**Aug, 2007 to June, 2015**

- Collaborated with Tenured Marketing Faculty and Cincinnati Business Community to create and deliver new Master of Science in Customer Analytics Program ([www.xavier.edu/msca](http://www.xavier.edu/msca))
- Developed and launched the differentiated “Category Management Concentration” within the Marketing Major, effective Fall, 2025.
- Developed unique coursework offerings for the Category Management discipline for 2 popular courses in the Undergraduate and Graduate Programs in partnership with Circana, Numerator, Kroger Co. and several leading CPG manufacturers.
- Led development and introduction of Advanced Category Management coursework at the Undergraduate Level incorporating custom and advanced Unify+ measurement and reporting and Blue Yonder/JDA supply chain and space management applications.

***84.51\* (dunnhumbyUSA), a subsidiary of The Kroger Co.***

***Kroger Merchandising Client Leadership***

***Merchandising Client Leader – Communications & Media***

**Cincinnati, OH**

**Oct, 2013 to July, 2015**

- Delivered in excess of \$2B annually in sales uplift and increased customer engagement to Kroger Co. through Customer 1<sup>st</sup> Communications solutions supporting key customer loyalty strategy and objectives
- Developed and delivered innovative communications solutions leveraging Pharma Data assets in compliance with HIPAA requirements, legal governance, and ethical standards and choices
- Collaborated to build advocacy and support for Kroger Best Customer Communications solutions through development of reporting and contact strategies through customer education and consulting

***Kroger Merchandising Client Leadership***

***Retail Client Team Leader, Drug/General Merchandise***

**May, 2011 to Oct, 2013**

**Portland, OR**

- Led and Developed Client Leadership Team responsible for engaging the Kroger Drug/General Merchandise Teams in Cincinnati, OH and Portland, OR
- Developed and Executed of category strategy work to drive large collaborative insights-led category and customer projects through manufacturers in partnership with dunnhumby Solutions and Manufacturer Client Leadership

***US Communications & Media Kroger Retail Leader***

***Vice President***

**April, 2010 to May, 2011**

- Led and developed joint Kroger Strategy efforts to better engage with and talk to Kroger's best customers
- Established key collaborative planning efforts within Kroger Grocery and HBC/Non-Foods groups to strategically plan for category growth with Kroger's best customers
- Delivered and broadly disseminated and communicated ROI results via Long Term Value Analysis to Kroger Executive Leadership

**US Communications & Media Partnership Management Lead                      June, 2008 to April, 2010**  
**Team Director**

- Led a team of 12 CPG Team Client Leaders to better engage with their customers leveraging key shopper insights and propriety activation communications
- Led compliance efforts regarding communication approaches for key clients to demonstrate commitment to customer through greater dunnhumby organization

**US CPG Shopping Experience Client Service    September, 2006 to June, 2008**  
**Team Director**

- Led Client Service Team responsible for managing client engagements and delivery of consumer insights across a broad base of major CPG clients
- Provided senior leadership and strategic consultancy with clients around business application of insights gleaned from Kroger Plus Shopper Card database of 56MM+ Households

**Kellogg Company    Cincinnati, OH**  
**Kellogg's North America Category Management    November, 2003 to September, 2006**  
**Customer Category Leader – Kroger Team**

- Led the Kellogg's Category Management Team supporting the Kroger Co. across nearly all Kellogg's product categories, hiring and performance planning and enhancement of six category managers

**Kellogg's Snacks Division, Keebler Foods Co.    June, 2000 to November, 2003**  
**Category Development Manager/Sr. Category Manager**

- Delivered data-led and customer-centric analyses encompassing multiple marketing research data including IRI Infoscan scanner and household panel data, ACNielsen Homescan household panel data, Spectra Enlighten, and ems

**ACNielsen Company    Cincinnati, OH**  
**Household Panel Specialist    May, 1999 to June, 2000**

- Identified issues and recommended appropriate solutions to effectively partner with client base on household panel projects
- Delivered custom household panel analyses encompassing projects that identified buyer flows (New/Lost/Retained studies), basic demographic analyses, brand switching studies, and shopping basket applications

**Client Services Representative    May, 1998 to May, 1999**

- Provided marketing and category management consultation to large pharmaceutical consumer healthcare organization and mid to large-sized food manufacturers with emphasis on syndicated scanner and panel data

**Information Resources, Inc.    Cincinnati, OH**  
**Director/Associate Director    March, 1997 to April, 1998**

- Managed company's focus on several medium to smaller Midwestern clients for MIS account management, growth opportunities, and client expectation management

**Client Group Manager    February, 1996 to March, 1997**

- Managed and Developed software support and training team members consisting of 1 DSS Account Executive and 3 Project Directors

**Account Executive**

**February, 1995 to February, 1996**

- On-site Account Executive for major Cincinnati-based CPG company responsible for development and presentation of various analyses providing market/account-based insight

**DSS Applications Consultant**

**February, 1994 to February, 1995**

- Responsible for training client base on IRI Infoscan data, DataServer and The Partners software

**Keebler Company**

**Cincinnati, OH**

**Marketing Planning and Promotion Evaluation Manager**

**June, 1993 to February, 1994**

- Analyzed internal and external data sources, defined issues and opportunities, drew valid conclusions, and reported impact to senior marketing and sales management

**Assistant Regional Marketing Manager**

**July, 1990 to June, 1993**

- Tracked and analyzed multimillion-dollar trade marketing promotions for budget compliance, contribution margin, and volume expectations

**The Forethought Group, a Hillenbrand Industry**

**Batesville, IN**

**Sales Analyst**

**December, 1988 to July, 1990**

- Forecasted revenue and expense projections for Hillenbrand Industries SBU utilizing Boston Consulting Group (BCG) experience curve analysis

**Beatrice Foods Company**

**Archbold, OH**

**Sales Administrator**

**March, 1987 to December, 1988**

- Accurately prepared and communicated marketing and sales forecast for presentation to Beatrice Companies corporate management incorporating SAMI/Burke data

**Walker Research, Inc.**

**Indianapolis, IN**

**Assistant Branch Manager**

**October, 1985 to March, 1987**

- Managed up to 20 first line supervisors in large, nationwide-reach WATS primary data collection facility

**Project Group Supervisor**

**May, 1985 to October, 1985**

- Responsible for the management and development of 2 supervisors and 20 marketing research interviewing staff

**ACADEMIC JOURNEY**

**Xavier University**

**Cincinnati, OH**

*Cintas Ethics Mentee Program*

**May, 2022**

*Master of Business Administration (MBA+) – Diversity & Inclusion II*

**May, 2020**

*Master of Business Administration (MBA+) – Diversity & Inclusion I*

**December, 2019**

*Master of Business Administration (MBA+) – Statistical “R” Programming*

**December, 2018**

*Master of Business Administration (MBA) – Mgmt. Information Systems*

**December, 1994**

*Bachelor of Science in Business Administration (BSBA) - Marketing*

**May, 1985**

**The Wharton School, University of Pennsylvania via Coursera**

**Philadelphia, PA**

*Certification – Customer Analytics*

**December, 2016**

**University of Cincinnati**

**Cincinnati, OH**

*Associate of Arts – Pre-Business Administration (AA)*

**May, 1983**

**TECHNICAL TOOLKIT**

*SAS, R-Programming, Tableau, Microsoft Office (Excel, PowerPoint, and Word)  
Nielsen Answers, NITE, NITRO, Circana/IRI Unify+, Numerator, dunnhumby Shop, JDA*

**COMMUNITY LEADERSHIP**

<b>Last Mile Food Rescue</b> <i>Volunteer, Food Rescue and Delivery to Charitable Social Agencies</i>	<b>Cincinnati, OH</b> <b>2021-Present</b>
<b>Jeff Ruby Culinary Entertainment, Inc. (JRCE)</b> <i>Board Member, Leadership Advisory Board</i>	<b>Cincinnati, OH</b> <b>2021-Present</b>
<b>Market Research Institute International (MRII)</b> <i>Director, MRII Board of Directors</i>	<b>Atlanta, GA</b> <b>2021-2024</b>
<b>Western Michigan University, Food Marketing Advisory Board</b> <i>Board Member, Advisory Board</i>	<b>Kalamazoo, MI</b> <b>2022-Present</b>
<b>Orchard Digital/The Creative Group</b> <i>Member, Leadership Advisory Board</i>	<b>Cincinnati, OH</b> <b>2018-2021</b>
<b>84.51° and dunnhumby</b> <i>Helping Hands (Corp Outreach) Global Leader</i> <i>Helping Hands (Corp Outreach) US Chair</i> <i>Helping Hands (Corp Outreach) Member and American Cancer Society Chair</i> <i>People Team (Corp Culture) Member and Mentor</i>	<b>Cincinnati, OH</b> <b>2010-2015</b> <b>2008-2010</b> <b>2006-2008</b> <b>2009-2011</b>
<b>Xavier University</b> <i>University Dining Advisory Board</i> <i>Co-Chair –Benefits Committee</i> <i>WCB Faculty Representative –Core Curriculum Assessment Committee</i> <i>WCB Faculty Representative –Core Curriculum Committee</i> <i>WCB Faculty Representative –Benefits Committee</i> <i>Faculty Representative –Vocational Discernment Committee</i> <i>Co-Chair –Parking Committee</i> <i>Faculty Representative –Parking Committee</i> <i>Chair, Marketing Executive Advisory Board</i> <i>Member, Marketing Executive Advisory Board</i> <i>Executive Mentor to Undergraduate and Graduate Business Majors</i>	<b>Cincinnati, OH</b> <b>2024-2025</b> <b>2023-2025</b> <b>2022-2023</b> <b>2022-2023</b> <b>2022-2025</b> <b>2022-2023</b> <b>2019-2021</b> <b>2019-2021</b> <b>2011-2014</b> <b>2010-2011</b> <b>2008-2023</b>
<b>Phi Kappa Tau Fraternity</b> <i>Chair, Board of Governors, Co-Advisor for Gamma Beta Chapter</i> <i>Chair, Board of Governors</i> <i>Board Member, Board of Governors</i>	<b>Cincinnati, OH</b> <b>2022-2024</b> <b>2014-2019</b> <b>2013-2024</b>
<b>Special Olympics, Hamilton County</b> <i>Board Member, Board of Trustees</i>	<b>Cincinnati, OH</b> <b>2012-2014</b>
<b>Category Management Association</b> <i>Board Member, CMA Board</i> <i>Board Member, CMA Education Board</i>	<b>Bloomington, MN</b> <b>2023-Present</b> <b>2013-Present</b>

**COMMUNITY LEADERSHIP (CONTINUED)**

<b>American Marketing Association</b>	<b>Cincinnati, OH</b>
<i>Vice President, Trailblazer Events</i>	<b>2021-2022</b>
<i>Faculty Member</i>	<b>2020-2022</b>
<i>Faculty Advisor (Xavier Marketing Club – AMA@XU)</i>	<b>2015-2020</b>
<b>Colleges Against Cancer (American Cancer Society)</b>	<b>Cincinnati, OH</b>
<i>Faculty Advisor</i>	<b>2015-2023</b>
<b>St. John Neumann Church</b>	<b>Cincinnati, OH</b>
<i>Chair of Finance Committee</i>	<b>2004-2006</b>
<i>Finance Committee Member at Large</i>	<b>2000-2004</b>
<b>St. Bartholomew (Pope John Paul II) Consolidated School</b>	<b>Cincinnati, OH</b>
<i>School Board President</i>	<b>2008-2010</b>
<i>School Board Member, Parish Representative</i>	<b>2006-2008</b>

**INDUSTRY EVENTS AND SPEAKING ENGAGEMENTS**

<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"Exploring Data Privacy Concerns with Kroger's Instacart Partnership"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>December, 2025</b>
<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"Kroger Co. Shuttering 60 Stores"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>June, 2025</b>
<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"Prioritizing and Engaging Loyal Customers to Protect and Grow Frisch's Restaurants"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>February, 2025</b>
<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"The collapse of Cincinnati-based Frisch's Restaurants"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>October, 2024</b>
<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"Kroger-Albertson's Merger – Impact on Corporate and Cincinnati Employment Levels"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>August, 2024</b>
<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"Kroger-Albertson's Merger - FTC may join states in fight against Kroger-Albertsons deal"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>February, 2024</b>
<b>ESOMAR – Global Webinar</b>	<b>Cincinnati, OH</b>
<i>Faculty Presenter for "Supporting your Research with Secondary Data"</i>	<b>August, 2023</b>
<i>Presented in Partnership with MRII and Xavier University</i>	
<b>9 News – I-Team</b>	<b>Cincinnati, OH</b>
<a href="#"><i>"Kroger-Albertson's Merger - The \$4B Dividend Question"</i></a>	
<i>Faculty/Subject Matter Expert</i>	<b>November, 2022</b>

**INDUSTRY EVENTS AND SPEAKING ENGAGEMENTS (CONTINUED)**

<b>9 News – I-Team</b> <i>“<a href="#">Kroger-Albertson's Merger - Analysis of Transaction</a>”</i> <i>Faculty/Subject Matter Expert</i>	<b>Cincinnati, OH</b> <b>October, 2022</b>
<b>Cincinnati American Marketing Association: TrailBlazer Series</b> <i>Keynote Presenter on behalf of Xavier University</i> <i>“Engaging your Best Customers through Effective CSR during the COVID-19 Pandemic”</i>	<b>Cincinnati, OH</b> <b>October, 2020</b>
<b>USPS Direct™ Effect Webinar</b> <i>Faculty Presenter for “A Live Client Experience that Produced Results”</i> <i>Presented in Partnership with Cincinnati Bell</i>	<b>Washington, DC</b> <b>May, 2020</b>
<b>CMA/SIMA 2020 Annual Conference</b> <i>Faculty Presenter for “2019 Student Employment Motivation Study”</i> <i>Faculty Advisor for Cross-University Presentation “Walgreens CET Analysis”</i>	<b>Dallas, TX</b> <b>February, 2020</b> <b>February, 2020</b>
<b>USPS Direct™ Effect Innovation Challenge</b> <i>Faculty Advisor for Cross-University Competition</i>	<b>Cincinnati, OH</b> <b>November, 2019</b>
<b>Cincinnati American Marketing Association: Ignite! Conference</b> <i>Faculty Attendee, Event Sponsor</i>	<b>Cincinnati, OH</b> <b>September, 2019</b>
<b>WMU Food Marketing Conference</b> <i>Faculty Attendee</i> <i>Faculty Attendee</i> <i>Faculty Attendee</i> <i>Faculty Attendee</i> <i>Faculty Attendee</i>	<b>Grand Rapids/Kalamazoo, MI</b> <b>March, 2025</b> <b>March, 2024</b> <b>March, 2023</b> <b>March, 2022</b> <b>March, 2019</b>
<b>CMA/SIMA Annual Conference</b> <i>Faculty Attendee</i> <i>Faculty Attendee</i> <i>Faculty Attendee</i> <i>Faculty Attendee</i> <i>Faculty Attendee</i>	<b>Dallas/San Antonio, TX</b> <b>February, 2025</b> <b>February, 2024</b> <b>February, 2023</b> <b>February, 2020</b> <b>February, 2019</b>
<b>Brandemonium Conference</b> <i>Panelist for Storytelling Discipline, Faculty Attendee</i>	<b>Cincinnati, OH</b> <b>October, 2018</b>
<b>Wharton Customer Analytics Initiative Conference</b> <i>Faculty Attendee</i> <i>Faculty Attendee</i>	<b>Philadelphia, PA</b> <b>May, 2018</b> <b>May, 2017</b>
<b>Fox 19 – Simply Money Segment</b> <i>“<a href="#">Individual Data Privacy and the Value Proposition</a>”</i> <i>Faculty/Subject Matter Expert</i>	<b>Cincinnati, OH</b> <b>February, 2018</b>

**INDUSTRY EVENTS AND SPEAKING ENGAGEMENTS (CONTINUED)**

**Fox 19 – Simply Money Segment** Cincinnati, OH  
*“[Making the Most of Loyalty Cards](#)”* November, 2015  
*Faculty/Subject Matter Expert*

**Accounting is Big Data Conference** New York City, NY  
**American Accounting Association** September, 2015  
*Keynote Presenter*

**AWARDS**

**Xavier University** Cincinnati, OH  
*Xavier University – Cura Studiorum Employee Recognition Award* Oct, 2025  
*Williams College of Business – MBA Professor of the Year* May, 2025  
*(NOMINATED) Xavier University - Teacher of the Year* Feb, 2025  
*Williams College of Business – Undergraduate Professor of the Year* May, 2024  
*Williams College of Business – MBA Professor of the Year* May, 2022  
*Xavier Musketeers – XU Athletics – Faculty Appreciation Award* April, 2020  
*Williams College of Business – MBA Professor of the Year* May, 2019  
*Williams College of Business – MBA Professor of the Year* May, 2018  
*Williams College of Business – Undergraduate Professor of the Year* May, 2018  
*Provost Recognition of Exemplary Service for Creation of MSCA Program* April, 2016

**dunnhumby LLC** London, England, UK  
*Multiple Employee Values Awards (Collaboration)* 2006-2015

**Kellogg Co.** Battle Creek, MI  
*Kellogg’s Golden K - Retail Sales Team of the Year - Kroger* November, 2003

**PUBLICATIONS**

Beck, Scott, Houghton, David & Schertzer, Clinton (2017). “The MSCA Program: Developing Analytic Unicorns”. Marketing Education Review (MMER-2017-0013)

Beck, Scott, Cheng, Anna (Andong), Stadler-Blank, Ashley (2020). "We're All in This Together: How Corporate Social Responsibility Supporting COVID-19 Relief Impacts Consumer Attitude and Purchase Intentions".