

PROFESSIONAL PROFILE

Xavier University

Program Director, M.S. Customer Analytics Program

Teaching Professor, Department of Marketing

Adjunct Faculty, Department of Marketing

Cincinnati, OH

July, 2015 to Present

July, 2015 to Present

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)
- Instruction and Experiential Learning Leader for select core and elective Marketing Courses in the Undergraduate and Graduate Schools within the Williams College of Business
- Developed unique coursework offerings for the Category Management discipline for 2 popular courses in the Undergraduate and Graduate Programs in partnership with 84.51° and the Kroger Co.

84.51° (dunnhumby)

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 1st Communications solutions supporting key customer loyalty strategy and solutions
- 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

- Leadership and development of Client Leadership Team responsible for engaging the Kroger Drug/General Merchandise Teams in Cincinnati, OH and Portland, OR
- Development and Execution 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 Lead

Vice President

April, 2010 to May, 2011

- Leadership and development of 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
- Delivery and broad dissemination and communication of ROI results via Long Term Value Analysis to Kroger Executive Leadership

US Communications & Media Partnership Management Lead

Team Director/Vice President

June, 2008 to April, 2010

- 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
Team Director**

September, 2006 to June, 2008

- Leadership of 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 USA Category Management

November, 2003 to September, 2006

Customer Category Leader – Kroger Team

- Responsible for leading the Kellogg's Category Management Team supporting the Kroger Co. across nearly all Kellogg's business, managing and hiring six category managers

Kellogg's Snacks Division, Keebler Foods Co.

June, 2000 to November, 2003

Category Development Manager/Sr. Category Manager

- Provided superior 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

- Responsible for the identification of issues and appropriate solutions to effectively partner with client base on household panel projects
- Provided 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**

- Proven ability to analyze internal and external data sources, define issues and opportunities, draw valid conclusions, and report impact to senior marketing and sales management

Assistant Regional Marketing Manager

July, 1990 to June, 1993

- Tracked and analyzed multi-million 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 U.S. Food Corp.

Archbold, OH

Sales Administrator

March, 1987 to December, 1988

- Accurately prepared and communicated marketing and sales forecast for presentation to Beatrice and E-II corporate management leveraging 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

EDUCATION BACKGROUND

The Wharton School, University of Pennsylvania via Coursera

Philadelphia, PA

Certification – Customer Analytics

December, 2016

Xavier University

Cincinnati, OH

Master of Business Administration (MBA) – Mgmt Information Systems

December, 1994

Bachelor of Science in Business Administration (BSBA) - Marketing

May, 1985

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, dunnhumby Shop

COMMUNITY LEADERSHIP

Orchard Digital/The Creative Group <i>Member, Leadership Advisory Board</i>	Cincinnati, OH 2018-Present
84.51° and dunnhumby <i>Helping Hands (Corp Outreach) Global Liaison</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>	Cincinnati, OH 2010-2015 2008-2010 2006-2008 2009-2011
Xavier University <i>Faculty Advisor – American Marketing Assoc., Xavier Univ Chapter</i> <i>Faculty Advisor – American Cancer Society, Colleges Against Cancer</i> <i>Chair, Marketing Executive Advisory Board</i> <i>Member, Marketing Executive Advisory Board</i> <i>Executive Mentor to Undergraduate Business Majors</i>	Cincinnati, OH 2016-Present 2016-Present 2011-2014 2010-2011 2008-Present
Phi Kappa Tau Fraternity <i>Chair, Board of Governors</i> <i>Member, Board of Governors</i> <i>Chair, Board of Governors</i> <i>Mentor, Board of Governors</i>	Cincinnati, OH 2018-Present 2018-Present 2014-2017 2013-2014
Special Olympics, Hamilton County <i>Member, Board of Trustees</i>	Cincinnati, OH 2012-2014
Category Management Association <i>Member, CMA Education Board</i>	Bloomington, MN 2013-Present
American Marketing Association <i>Faculty Member</i>	Cincinnati, OH 2015-Present

INDUSTRY EVENTS AND SPEAKING ENGAGEMENTS

Wharton Customer Analytics Initiative Conference <i>Faculty Attendee</i> <i>Faculty Attendee</i>	Philadelphia, PA May, 2018 May, 2017
Accounting is Big Data Conference American Accounting Association <i>Presenter</i>	New York City, NY September, 2015
Fox 19 – Simply Money Segment <i>“Making the Most of Loyalty Cards”</i> <i>Faculty/Subject Matter Expert</i>	Cincinnati, OH November, 2015
Fox 19 – Simply Money Segment <i>“Individual Data Privacy and the Value Proposition”</i> <i>Faculty/Subject Matter Expert</i>	Cincinnati, OH February, 2018
Brandemonium 2018 <i>Panelist for Storytelling Discipline, Faculty Attendee</i>	Cincinnati, OH October, 2018

PUBLICATIONS

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

AWARDS

Xavier University

Williams College of Business – MBA Professor of the Year

Cincinnati, OH

May, 2019

Xavier University

Williams College of Business – MBA Professor of the Year

Williams College of Business – Undergraduate Professor of the Year

Cincinnati, OH

May, 2018

May, 2018

dunnhumby LLC

Multiple Employee Values Awards (Collaboration)

London, England, UK

2006-2015

Kellogg Co.

Retail Sales Team of the Year

Battle Creek, MI

November, 2003