

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)
- 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 1st 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

Last Mile Food Rescue <i>Volunteer, Food Rescue and Delivery to Charitable Social Agencies</i>	Cincinnati, OH 2021-Present
Jeff Ruby Culinary Entertainment, Inc. (JRCE) <i>Board Member, Leadership Advisory Board</i>	Cincinnati, OH 2021-Present
Market Research Institute International (MRII) <i>Director, MRII Board of Directors</i>	Atlanta, GA 2021-2024
Western Michigan University, Food Marketing Advisory Board <i>Board Member, Advisory Board</i>	Kalamazoo, MI 2022-Present
Orchard Digital/The Creative Group <i>Member, Leadership Advisory Board</i>	Cincinnati, OH 2018-2021
84.51° and dunnhumby <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>	Cincinnati, OH 2010-2015 2008-2010 2006-2008 2009-2011
Xavier University <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>	Cincinnati, OH 2024-2025 2023-2025 2022-2023 2022-2023 2022-2025 2022-2023 2019-2021 2019-2021 2011-2014 2010-2011 2008-2023
Phi Kappa Tau Fraternity <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>	Cincinnati, OH 2022-2024 2014-2019 2013-2024
Special Olympics, Hamilton County <i>Board Member, Board of Trustees</i>	Cincinnati, OH 2012-2014
Category Management Association <i>Board Member, CMA Board</i> <i>Board Member, CMA Education Board</i>	Bloomington, MN 2023-Present 2013-Present

COMMUNITY LEADERSHIP (CONTINUED)

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

INDUSTRY EVENTS AND SPEAKING ENGAGEMENTS

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

INDUSTRY EVENTS AND SPEAKING ENGAGEMENTS (CONTINUED)

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

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".