

DAISY SMITH

Marketing Lecturer

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Experienced academic with two international publications in Consumer Behavior and Advertising in the Digital World. Adept in creative teaching strategies that fully involve students in the learning process. Possess a Master's in Marketing and a Bachelor's degree in International Business. Extensive real-world experience as Consumer Market Manager, having a proven track record of success in uncovering growth opportunities, maximizing brand penetration, and improving product performance. An inspiring storyteller with excellent communication skills to engage the audience, build strong relationships, and motivate students to foster interest in the marketing field. Possess resilience, a problem-solving attitude, and a can-do working approach to manage multiple simultaneous research initiatives in a fast-paced environment. Having a solid understanding of and experience with a variety of educational philosophies that best promote the overall experience of students. Seeking a full-time college professor role where I can help students explore the tenets of the marketing discipline.

RESEARCH INTERESTS

Market Research | Brand Development | Business Strategy Development | Consumer Behavior

EDUCATION

University of Maastricht (The Netherlands) • Master's International Marketing GPA: 3.5/4 Graduation Thesis - The Impact of Digital Marketing Decisions on Product Outcomes in E-commerce Relevant Coursework: Global Marketing, Consumer Analytics and Insights, Contemporary Issues in Marketing	2006
Universidad Carlos III (Madrid, Spain) • Bachelor's in International Business Studies <i>Summa Cum Laude</i> Dissertation: Effect of globalization on SME units Exchange Semester: London School of Economics (Global Supply Chain Management) Awarded a 2-year merit scholarship by Wacker Chemie AG for being among the top 1% of 300 students	2004

PUBLICATIONS

Influencer Marketing Implication on Brand Identity Journal of Marketing Management Authors: Daisy Smith and Rohit Singh	2006
Effects of Market Structure on Performance in the Banking Sector Research Paper under Dr Gerald Taylor Econometric analysis the Indian Banking Sector & a Game Theoretic study of the rising stressed assets in the post reform era	2004

CONFERENCES

Digital Marketing Pioneers Summit Lead Speaker European Marketing Association	2020
ADOBE DATAWORLD Panel Member Adobe, United Kingdom	2019

TEACHING EXPERIENCE

ABC University • Geneva, Switzerland Lecturer in Consumer Behavior	Jul 2018 – Present
ABC University is Europe's leading university for business studies and social sciences. It is ranked #6 in Global ABC ranking and attracts students from across the world. Taught 3 marketing modules to a class size of 160+ students.	
<ul style="list-style-type: none">Designed curriculum based on Consumer Behavior Theory for a University 100-level Marketing module and provided classroom instruction to more than 150 students throughout the yearAnalyzed and strategized the university's teaching methods to keep up with the global trends and supported the university's application for accreditationReviewed and evaluated students' final year project (Integrated Marketing Campaign) which they had developed over 3 months	

PROFESSIONAL EXPERIENCE

ABC International • Nyon, Switzerland

Senior Insights Manager, Meals Europe & Australia (EUAU)

Jul 2018 – Jan 2022

ABC International is an international consumer goods company with over \$18B net sales and employs approximately 35K part-time and full-time employees around the world.

Responsible for developing and translating all insights into actions to unleash growth opportunities for European and Australian meals business. Reported to the Consumer & Market Intelligence Director EUAU, supervised 1.5 FTEs, and accountable for maintaining a budget of €675K.

- Initiated and drove the planning, strategic analysis, and implementation of market segmentation research with a budget of €500K; created and deployed a 2-dimensional segmentation that worked across EU and AU; employed quantitative and qualitative research techniques to identify and maintain focus on more valuable segments; maximized business opportunities, providing \$98M in additional revenue
- Delivered structured and powerful insights to feed brand plans for Old El Paso business; revamped brand mission statement and created and rolled out key category drivers for Mexican and World foods; prioritized the products that were driving the highest penetration in developing the updated commercial strategy; grew penetration by 3% from 2019 until the present
- Drove consumer-first innovation pipeline across product platforms; collaborated with international cross-functional teams in designing an experiential and agile approach for conducting online research across key markets; identified innovation potential based on consumer and market trends; developed 3 \$20M product innovation ideas with 90% reduction in resources requirement
- Designed effective and efficient insight initiatives; assessed existing business process and determined improvement opportunities; optimized productivity through prioritization of high value-added projects; trained multi-functional team on DIY insight tools, platforms, and standard research methodologies; increased research conducted by 20% while decreasing FTE requirement by 17%

XYZ Company • Geneva, Switzerland

Market Researcher, Market Research

Aug 2014 – Jun 2018

XYZ Company is a leading luxury goods and jewelry company that produces more than 800K watches annually and has over 4.8K employees. The company utilizes French as the official working language.

Responsible for planning, analyzing, and managing global quantitative market research to drive informed business decisions. Reported to the Head of Research & Brand Insights and controlled a budget of \$3.5M.

- Oversaw the strategic development, execution, evaluation, and continuous improvement of the company's annual brand research; collaborated with internal users and strategic partners to optimize research methodologies, revamp analytical tools, and introduce new capabilities for supporting insights; expanded market research coverage from 15 to 30 markets for 12 key watch brands
- Supported product design, research, and development; identified opportunities and white spaces based on customer experience and insights; designed a research process to measure satisfaction with Rolex service centers; boosted NPS and after-sales service satisfaction
- Provided a holistic view on the business strategy for Tudor's global relaunch; conducted quantitative and qualitative research across key markets; assessed consumer and competitive landscape and identified assortment optimization opportunities; devised tracker to measure effectiveness; enhanced the brand repositioning, maximizing the impact of relaunch across Europe

RST Organization • Geneva, Switzerland

Consumer Market Knowledge (CMK) Manager, Powered Oral Care EMEA

Aug 2012 – Nov 2013

RST Org is the world's largest consumer goods company, generating \$76M in annual sales with around 101K employees. P&G Geneva is the regional headquarters for the EMEA region.

Responsible for developing consumer insights and recommending business strategies to support the growth of Oral-B's Powered Oral Care business category. Reported to Senior CMK Manager, Powered Oral Care and oversaw a budget of approximately \$600K.

- Built the Powered Oral Care category across Eastern European markets from scratch; performed robust data analysis and tracked penetration growth key drivers to ensure the business activated the right levers; obtained local insights and determined optimal approach to ensure brand penetration initiatives were fit-for-use in the target market; boosted penetration by 2% per year
- Maintained the brand's competitive advantage across Western Europe; conducted qualitative research and competitive analysis to understand and align communications and advertising strategies with Powered Oral Care unique selling proposition; protected Oral B's leading market share of >80% in the 2 years ahead despite increased competition
- Strengthened the business' digital presence across major e-commerce platforms such as Amazon; conducted innovative neuroscience research to gain insight into customers' motivations, preferences, and decisions; implemented communication guidelines and updated product pages based on results; secured the product's dominant market share
- Bolstered the development of effective product innovation strategies to boost profits; conducted quantitative and qualitative research and analysed existing data; developed actionable insights on relevant consumer benefits that could be translated to product innovation; successfully innovated products, including hand dish wash (still in the market today) and automatic dishwasher tablets

VOLUNTARY EXPERIENCE

ABC Organization • Nyon, Switzerland

Co-Lead, Swiss-based Women in Leadership Network

2018-2020

- Organized 8 events promoting cultural diversity in women-led businesses| Created a cultural support program
- Accomplished a strong marketing campaign doubling company offers and members' involvement

XYZ • Barcelona, Spain

Client Satisfaction Project

2014 – 2015

PROFESSIONAL CERTIFICATIONS

XYZ Associates • Essential Facilitation – Core Skills for Guiding Groups	2018
ABC Social Media Marketing Certification	2017

HONORS & AWARDS

Peter Leach Fellowship, European Education Union	2018
Winter Research Grant	2017
Academic Scholarship, ABC University	2017
Campus Teaching Award, ABC University	2016
Dissertation Excellence Award	2006

PROFESSIONAL MEMBERSHIP

XYZ Poaching • UK	Mar 2016 – Present
Director and Trustee	
XYZ Poaching is a UK-based non-profit firm focused on eliminating poaching in Africa and provides opportunities for ex-military personnel. Responsible for managing fundraising efforts and providing oversight to ensure legal compliance, ethics, and proper use of funds	
Fellowship of Marketing Professionals • UK	Mar 2015- Present

TECHNICAL SKILLS

MS Office (Word, Excel, PowerPoint), Tableau, SPSS, Qualtrics

LANGUAGES

Dutch (Native), English (Fluent), French (Proficient), German (Proficient), Spanish (Fluent)