

# JANE DOE

## Senior Consumer Insights & Analytics Manager

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Analytical, collaborative, and results-driven Senior Consumer Insights & Analytics Manager with over 15 years of hands-on experience leading the development of consumer insights and implementation of custom research projects across the FMCG, luxury goods & jewelry, and management consulting industries. Have 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 build strong relationships, foster teamwork among cross-functional teams, and influence decision-making across all organization levels. Possess resilience, problem-solving attitude, and a can-do working approach to manage multiple simultaneous research initiatives in a fast-paced environment. Looking for a challenging Global Insights & Analytics Director role within a reputable brand.

### KEY SKILLS

Data Analytics | Research and Development | Business Strategy Development  
Team Management | Project Management | Performance Management  
Supplier Management | Brand Development | Quantitative & Qualitative Research

### PROFESSIONAL EXPERIENCE

#### Company A • Nyon, Switzerland Senior Insights Manager, Meals Europe & Australia (EUAU)

Jul 2018 – Jan 2022

[Company A](#) is an international consumer goods company with over \$18B in 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 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; deployed a 2-dimensional segmentation that worked across EU and AU; identified and maintained 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%**
- Drove consumer-first innovation pipeline across product platforms; worked 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; **created 3 \$20M product innovation ideas with 90% reduction in resources requirement**
- Designed effective and efficient insight initiatives; assessed existing business processes and determined improvement opportunities; optimized productivity through prioritization of high value-added projects; trained multi-functional team on DIY insight tools and standard research methodologies; **increased research conducted by 20% while decreasing FTE requirement by 17%**
- Provided strategic leadership to 2 direct reports; set priority, defined long-term goals, and monitored progress; drove people development through effective coaching, mentoring, and performance reviews; established a team with the right capabilities to support insights that will enable strategic growth

#### Company B • Geneva, Switzerland Market Researcher/Project Manager, Market Research

Aug 2014 – Jun 2018

[Company B](#) is a leading luxury goods and jewelry company that produces more than 800K watches annually and has over 4.8K employees.

Responsible for planning, analyzing, and managing global quantitative market research to drive informed business decisions. Reported to 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 of 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 a tracker to measure effectiveness; enhanced the brand repositioning, maximizing the impact of relaunch across Europe

#### Company C • Geneva, Switzerland Consumer Market Knowledge (CMK) Manager

Aug 2012 – Nov 2013

[Company C](#) is the world's largest consumer goods company, generating \$76M in annual sales with around 101K employees.

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

- Built the product A 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 product A's unique selling proposition; protected 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

### Consumer Market Knowledge (CMK) Manager

Aug 2011 – Aug 2012

Responsible for providing consumer and market insights relevant to the totality of Company C's oral care brands and categories to achieve growth objectives. Reported to CMK Associate Director, Oral Care EMEA and maintained a budget of around \$400K.

- Accelerated WE Oral Care e-commerce growth; designed insight plan in collaboration with the sales and marketing team; assessed shopper and other existing data, identifying opportunities for improvement; created guidelines to drive informed digital strategy; **boosted e-commerce business with an index of 139 vs. the previous year**
- Designed and implemented a WHO-based channel differentiation strategy; conducted market research to understand consumer behavior patterns; developed and translated insight into effective omnichannel tactics, ensuring SKU list is data-informed and based on consumer needs; increased trade margins and overall profits
- Devised an optimum approach to capture consumer and market trends on a regular basis; analyzed and shaped fit-for-purpose solutions leveraging consumer and market trends to refine strategies; created and presented quarterly consumer trends data to senior leaders; enabled informed decision-making, maximizing the success of business initiatives

### Consumer Market Knowledge Associate Manager (CMK)

Aug 2008 – Aug 2011

Responsible for providing consumer insights to optimize product innovation success and boost business profits. Reported to CMK Director, Global Dish Care.

- Bolstered the development of effective product innovation strategies to boost profits; conducted quantitative and qualitative research and analyzed existing data; developed actionable insights on relevant consumer benefits that could be translated to product innovation; successfully innovated products, including hand dish wash (still on the market today) and automatic dishwasher tablets
- Strengthened the Dish Care's competitive positioning; designed consumer insight plans to drive and create compelling product and marketing strategies based on data and consumer needs; forecasted future sales based on product testing results and consumer knowledge; recommended an optimal approach to product and commercial innovation, driving more sales
- Conducted the 1<sup>st</sup> dish segmentation study in collaboration with relevant teams; designed research tool and performed in-depth analyses of results; introduced and co-designed WE dish segmentation model, enabling targeted innovation and communication; resulted in the successful roll-out of the model that was 100% integrated across the business and teams

## ADDITIONAL EXPERIENCE

Company D • Leusden, The Netherlands  
Market research Manager/Analyst

Dec 2006 – Jul 2008

## PROFESSIONAL CERTIFICATIONS

Organization A • Essential Facilitation – Core Skills for Guiding Groups

2018

## EDUCATION

University A • Master of International Business Studies

2006

University B • Erasmus Semester International Business Studies

2004

## TECHNICAL SKILLS

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

## LANGUAGES

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