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**Jane Smith – Marketing Research**

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| **WHO AM I?**   * Marketing research manager enabling strategic decision-making through market analysis. * Identifying market trends based on an integration of data analysis in different dimensions: macro category trends, consumer/shopper behavior, retailer landscape, supporting local sales' teams and the teams' abroad with selling presentations based on research. * Customizing, piloting and launching globally research tools which were adopted in over 50 countries.   **Work experience** |
| **2005-Today | ABC Company**  **2013-Today: Research Expert in Shopper behavior** (Global role)   * Applying Cognitive & behavioral science principles to retail solutions to make the shopping experience easier. * Enabling the sales’ teams who are working with the top global retailers to achieve their goals, by providing them consumer & shopper insights relevant to their business needs. * Guide brand & sales’ teams to define in-store strategies.   *2016- Won the ABC’s global award for Diversity and Inclusion for Innovation.*  **2011-Today: Research Expert in Innovative Research Capabilities** (Global role)   * Initiating successfully alliances between P&G & Israel hi-tech innovators, which results in faster and cheaper studies. * Seeking & screening new technologies and finding the most suitable solution for ABC. * Customizing, piloting and launching new research tools around the world (developing & developed markets), including changes in User Experience, success criteria etc.   **2009-2011: Trade and shopper research manager** (Regional role)   * Leading trade and shopper research & understanding in over 15 countries in EMEA. * Guiding channels’ strategies based on best approaches on success requirements: Distribution, product portfolio, pricing, shelving etc. * Establishing and leading a network of 40+ researchers in different countries.   *2011- Won the ABC’s EMEA award for Strategic thinking.*  **2005-2009: Head of the Israel Marketing Research department**   * Established the research department in Israel: Responsible for consumer research across all ABC brands via annual planning, budget management and research execution. * Consulting various functions on strategic decisions based on market analysis and consumer understanding. * Guide strategy development via market analysis & forecasting and cross category analysis. * Pilot different methodologies that were adopted globally.   *2010- Won the CEO award for Strategic thinking.*  **2003-2005 |Z Corp**  **Senior Research Group Manager**   * Leading marketing research projects for leading companies such as: Coca, Cola, Bank Hapoalim, McKinsey etc. * Responsible for the research process from start till end; defining the research objectives, writing questionnaires, issuing & presenting strategic recommendations.   **1998-2003 |TT Corp (Israeli Branch)**  **Researcher**   * Responsible for market research for leading companies in different areas such as: Bezek, Tnuva, McCann Erickson etc. |
| **Military Service** | | |
| **1995-1997 |Researcher in The Department of Behavioral Science**  ***Officer, Sergeant*** |
| **Education** | | |
| **Tel-Aviv University**  **MA, Sociology**   * Specializing in Opinion Research & Polling.   **Haifa University**  **BA, Sociology & Anthropology & English.** | |
| **Languages** | | |
| Hebrew – mother tongue, English – Fluent |