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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.
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| **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  |