

Randy Browne, MBA

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Leading & Building Organizational Analytics & Insights DNA

- 12+ years of **LEADING** Strategic Insights, Customer Experience, Consumer & Innovation Research and Data Analytics functions that drive Strategic Planning.
- 6+ years of **BUILDING** and **MENTORING** high-performing Analytics, Insights, Market Research and Customer Experience Measurement teams.

CORE COMPETENCIES INCLUDE:

C-Level Strategic Guidance	AC Nielsen / IRI / Numerator	Foresight Trend Ideation
Tableau & Microsoft Power BI	Consumer & Innovation Research	Market Sizing / Scenario Modeling
Adobe & Google Analytics	Qual / Quan Research	Strategic Planning
Customer Experience Measurement	Analytics Strategy & Structure	SQL / SPSS

Professional Experience

Principal Consultant

2016 to 2017, 2019 to 2020

RANDYBROWNE CONSULTING (Sausalito, CA / Boise, ID) www.randybrowneconsulting.com

Started my own consulting practice in 2016, providing organizational analytics and Insights strategy and structure, market and competitive intelligence, foresight & trends ideation, and consumer / shopper research to clientele.

Focus Industries: Alcohol, Food & Beverage and Consumer Packaged Goods

Client List: GoSpotCheck, Accenture, Bulletproof and C. Mondavi & Family

ADDITIONAL ACCOMPLISHMENTS:

- Guest Lecturer at Sonoma State University's Wine Business Institute
- Advisory Board Member at Wine Industry Technology Symposium
- 5x Analytics & Insights Speaker at Alcohol & Market Research related conferences
- Member of Boise Metro Chamber of Commerce (2019)

Director of Analytics & Insights | Business Analytics & Insights Manager

2017 to 2019

C. MONDAVI & FAMILY (St. Helena / Napa, CA) – Mid-tier wine supplier with \$70M portfolio of California table wine brands.

Promoted to Director of Analytics & Insights within first 18M of hire. I reported to the CFO and Sr. VP of Sales and led the company's analytics and insights structure and strategy.

KEY ACCOMPLISHMENTS:

- Pioneered and implemented \$450K+ investment of new analytics tools and head count for FY19 and beyond company growth initiatives.
- Led product innovation analysis for company's 5-Year Plan, leveraging consumer and shopper insights, market sizing, portfolio gap analysis, resource allocation, production capacity, and national account / multi-channel / competitive product category development analytics. Company launched first new product of 5Y Plan in FY19, as part of analysis.
- Developed and implemented the company's first Customer Experience measurement strategy. Instituted Net Promoter Score measurement program for company's DTC tasting room customer experience and created an online VOC (Voice-of-Consumer) panel with company's wine club members to use feedback for improvement opportunities.
- Led the company's transition from monthly sales data to daily sales data (SRS), including enhancing the company's depletion and shipments analytics platform and reporting tools.
- Lead designer of company's AC Nielsen scan sales data platform enhancement strategy via PivotStream.
- Reversed 10% pt. decline of 1.5L business by 6% pts in first 9M at company through strategic changes to retail price, pulse and promotion, and retail distribution strategy.
- Built company-wide Analytics & Insights multi-level Certification program for Sales & Marketing teams to increase usage, acceptance, and overall knowledge of company's Analytics & Insights toolkit.
- Expanded the Analytics & Insights team by hiring two analysts after my first year at company.

Market & Sales Analytics Manager

2014 to 2016

CAMPARI AMERICA (*San Francisco, CA*) - U.S. Division of \$2.0BN Italian-owned wine and spirits producer.

Reported to VP Sales Operations and successfully led the company's U.S. Division analytics and insights function & strategy.

Key Accomplishments:

- Led and managed \$800K research and analytic tools budget. Sourced and managed six separate data vendors, partnering with vendors to provide syndicated data and primary / secondary market research to internal clientele.
- Led company's first portfolio-wide Beverage Alcohol Segmentation Study, including project scope, design, vendor choice, execution, and U.S. Division & key country communication rollout.
- Conducted TURF research analysis to reduce a downward trend in company's US flavored vodka sales. Optimized product offering from 17 flavors to 8 and created a 3-Year new flavor product launch focus program, helping grow sales by +3% while improving profitability by +6%.

Market Research Manager | Marketing Analyst II

2013 to 2014

ATKINS NUTRITIONALS (*Denver, CO*) - \$600M at retail diet & weight control company. Reported to Chief Insights Officer.

Key Accomplishments:

- Promoted to Market Research Manager within first 10 months of hire
- Led buildout and enhancement of consumer research and insights capabilities, innovation research, and marketing / media analytics initiatives. Managed \$1.5M research budget.
- Built longitudinal qualitative online panel, measuring the impact of various diets and weight-loss consumer journeys over a one-year period to drive two new category introductions (five new products total)

Market Intelligence Analyst

2012 to 2013

OTTERBOX (*Ft. Collins, CO*) - \$650M consumer electronics accessory company.

Reported to CFO, VP MKTG, VP Product Development, and Director of Market Insights, all at different times during my tenure.

Key Accomplishments:

- I was the lead Analytics & Research team member during the time-period when the company doubled in revenue and personnel (from \$350M to \$650M in revenues and from 400 to 1,000 employees).
- Built out company's first VOC strategy, providing roadmap of qualitative and quantitative research methodologies for product development stages to support successful launch of four new products.
- Created Smartphone & Tablet "scoring" model to help determine if the company should develop a case for a specific smartphone or tablet device. Only about 25% of smartphone and tablet devices met scoring thresholds.

Strategic Insights & Reporting Manager – Central Division | Commercial Analyst – CO & NM

2007 to 2012

BROWN-FORMAN CORP. (*Denver, CO & Dallas, TX*) - \$3.3BN net sales U.S. based global spirits & wine producer.

Promoted to lead analytics, reporting, and insights Manager for Central Division. Led team of five Commercial Analysts.

Key Accomplishments:

- One of the 5% of peak performers to earn Brown-Forman "All-Star" Award.
- Implemented monthly brand business reviews with strategic recommendations on pricing strategy, shelf position, margin analysis, promotional strategy and marketing mix spend for 15 state division.
- Significantly enhanced profitability through primary consumer research for el Jimador "Go to market" campaign for Latino and General Market target groups within Texas. Campaign highlights included a 92% increase in tequila sales.

Education

UNIVERSITY OF DENVER - DANIELS COLLEGE OF BUSINESS, Master of Business Administration (M.B.A.)

Integrated Marketing Strategy Concentration | President-Elect, Graduate Business Student Association

Graduate Teaching Assistant, Marketing Department

ADRIAN COLLEGE, Bachelor of Business Administration (B.B.A.) in Marketing

Dean's List 3X, 2X Captain-Elect for Collegiate Baseball Team