

MATTHEW W. MADDEN

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Analytics leader focused on client needs, team development and advanced data solutions

KEY SKILLS

Predictive Analytics
Executive Management
Marketing & Brand Strategy
Data Management

Consumer Insight
Machine Learning
Business Intelligence
Speaking & Presenting

EXPERIENCE

Marketing Lab Director, Associate Teaching Professor | BYU | July 2019 – Present

Direct the BYU Marketing Lab, an on-campus professional agency run by our top MBA and undergrad marketing students.

- Mentor students to win projects and deliver paying clients professional marketing strategy work, including research in brand positioning, new product development, segmentation & targeting, customer experience, and more.
- Train students in methodologies related to research, analytics, and client engagements.

Teach marketing research and marketing consulting classes.

Help drive analytics initiatives and data science collaboration across departments.

Managing Partner | Hall & Partners | Jan 2017 – Jun 2019

Drove 44% analytics revenue growth in 2018 via global training and new product development:

- Expanding our data dashboard and insights journalism platform to provide automated analytics (leading indicators, interactive segment profiles, ROI models and more)
- Building a unique DMP partnership to leverage digital behaviors for customer targeting
- Creating new offerings around connected data, business-outcome modeling and a data-driven approach to Customer Experience

Guided team into adopting new software and platforms, e.g. finding AI partners, moving statistical software from SAS and SPSS to R, Q and Python, transitioning desktop applications development to web-based tools.

Also led the Salt Lake City office P&L (\$10M) with a combined team of researchers, analysts and developers, turning data into clear business plans for building world-class brands and products.

Global Head of Analytics | Hall & Partners | Jan 2014 – Dec 2016

Restructured the recently merged marketing science group that provides all global analytics services (\$150M in brand strategy and market research).

Led R&D innovation initiatives on:

- Connected data market scenario planning simulator – “Predict”
- Customer engagement through emotion-based communications – “Emotive Choice”
- Optimized marketing through behavioral economics – “Frame”

Provided client-facing methodology on our largest partnerships and pitches, using a balanced communication style to convince both marketing execs and analytically-savvy gatekeepers that our approaches would solve their business problems. Credited with saving the \$2M brand tracking business with our largest global account (\$7M+ annually).

VP of Analytics | The Modellers | 2009 – 2014

Ran the \$2M analytics-only consulting practice for management consultant and agency clients.

Supported conference presentations (e.g. at AMA ART Forum, Sawtooth Conference).

Facilitated the internal wiki for collaborative training (2nd highest material contributor).

Designed data systems, automation tools and advanced scenario planning simulators. Turned a multi-day conjoint process into as little as one hour of work. Reduced segmentation process from 3 weeks to 1 with automated report builds. Instituted automated mapping to cut path model delivery time in half. Built tools to create consistency in sample size and cost estimating.

Director of Analytics | The Modellers | 2005 – 2009

Mentored and trained the growing analytics team, expanding marketing science services to cover higher-level client need in: brand positioning, message optimization, customer decision journey, marketing mix, ad effectiveness & ROI, retail line optimization, new concept development, customer segmentation and targeting.

Data Analyst | The Modellers | 2000 – 2005

Analyzed primary market research data using various statistical techniques including: advanced conjoint and discrete choice models using HB and Excel-based simulations, cluster analysis, classification via discriminant analysis, machine learning algorithms, CART/CHAID, neural networks, multinomial logistic regression, driver models via robust regression and SEM, factor analysis, designed experiments (multivariate and A/B tests) and more.

Statistician | **BYU** | 1999 – 2001

Consulted for the BYU Statistical Center, analyzing graduate academic studies in SAS.

Designed a grade school software curriculum with experimental design attributes and validated its efficacy through statistical testing for the Women's Research Institute of BYU.

EDUCATION & TRAINING

M.S. Statistics | **Brigham Young University** | 2002

- Activities and Societies: American Statistical Association, Utah Colleges Exit Poll
- Thesis project led to freelance work for a WHO collaboration: The Adult Morbidity and Mortality Project, creating early indicator classification algorithms via CART and neural networks to monitor epidemics and track mortality in sub-Saharan Africa

B.S. Statistics-Business | **Brigham Young University** | 2000

- Trustees Scholarship student

Omnicom University Executive Training | 2014, 2015, 2016

- Omnicom's multi-week Senior Management Program at Babson College
 - Used HBS and Omnicom agency case studies to improve client management strategies and agency leadership
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ANALYTICS EXPERTISE

Segmentation & Targeting
Regression & Path Models
Machine Learning
Brand Equity & Brand Mapping

Conjoint & Choice Modeling
Econometrics & Marketing Mix
Customer Journey & CX
Other Multivariate Statistics

Software: R, SPSS, SAS, Q, advanced Excel with macro automation, while managing the development of custom tools in Python, C# and web-based platforms

PERSONAL INFO

Hobbies: pickleball | hiking and camping with family | travel | reading

Volunteer work: regular school career day advisor and activity chaperone | recently spent three years as a Red Cross blood drives coordinator | two-year volunteer service in Italy during college