Adam Roberts

Professional Summary

Analytics, insights, and product management professional with 15 years of experience managing data-centric projects. Innovative, technical, customer-focused individual adept at creating actionable insights from large datasets and leveraging agile frameworks to build SaaS product enhancements. Strengths include leveraging data analysis tools directly, presenting data analysis findings from a business perspective, establishing customer relationships, and collaborating with colleagues. Entrepreneurial spirit that takes ownership of work and thrives in ambiguity.

Work History

Technomic *(2014–2020)*
Products Team *(2017–2020)*
Director, Product Management
Previous Roles: Sr. Manager, Product Management
Supervised new-to-market big data products for Technomic, a foodservice consulting and market research firm. Lead for strategy, analytics, data management, reporting, software development, marketing, and sales support for these category management and consumer insights products.

- Spearheaded growth of restaurant purchasing data product through product repositioning and expansion, leading to a 50% increase of sales in 2018 and 100% customer retention in 2019.
- Designed data models to project sales and traffic measures for 500 restaurant brands and 20 third-party delivery providers using consumer electronic payment and geolocation-tracking data sources.
- Led cross-functional agile team for constant data quality, data management, and incremental product feature enhancements.
- Launched SaaS online portal for restaurant consumer and payments tracker by gathering customer feedback, writing technical requirements, testing the product, and conducting customer training.
- Led machine learning project to 97% accuracy for mapping over 440K SKUs from multiple complex data sources to a single category hierarchy.
- Formulated architecture of SQL database to map thousands of attributes, quality measures, and error checks that enrich data.
- Crafted engaging interactive report leveraging SQL and PowerPivot, allowing for customers to dynamically view food and beverage category information.
- Automated report creation using Python to extract data from SQL, transforming it into summary tables and impactful data visualizations for end customers.
- Created innovative market basket and customer switching views for supplier customers leveraging transaction data, providing them new actionable information.
- Presented numerous data-driven stories leveraging category, consumer, and other insights perspectives to key stakeholders and senior executives across a diverse range of CPG and restaurant companies.

Contact Info

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Technical Skills

- Advanced Excel
- SQL
- Tableau / Power BI
- Python
- Pandas
- Big data
- Agile software development
- Ability to learn new tools quickly

Core Competencies

- Product management
- Data analytics
- Market research
- Customer and sales support
- Presenting
- Report creation
- Employee development
- Innovation

Education

Northwestern University
Aug 2019–Feb 2020
Data Science Bootcamp

University of Dayton
2000–2004
Bachelor of Science in Marketing

Technomic–Continued   *(2014–Current)*
Account Management Team   *(2014–2017)*
Manager, Account Management
Previous Roles: Account Manager

Managed team of three Account Managers who provided strategic support to manufacturer, restaurant, and other customers for leveraging Technomic's SaaS online consumer, menu, and industry market research tools.

- Grew sales for a portfolio of 200 customers by double digits in 2015 and 2016 and exceeded 90% in customer retention each year.
- Led over 100 trainings per year as subject matter expert on online consumer, industry, and menu market research tools.
- Served as the primary day-to-day contact for seven of the top 10 U.S. food and beverage CPG manufacturers, including Nestle, PepsiCo, Coca-Cola, Tyson, Kraft Heinz, and Conagra.
- Crafted custom data-driven stories for customers leveraging syndicated research tools and presented recommendations to elevate partnership with clients.
- Leveraged Google Analytics to analyze customer usage of online tools and develop strategies to drive customer engagement.
- Built internal KPI reports for tracking the sales performance of subscription products, which was delivered companywide.

EcoSure, a division of Ecolab   *(2006–2014)*
Operations Team
Manager, Operations
Previous Roles: Assistant Manager, Operations Specialist

Managed a five-person operations team for onsite data collection programs for restaurant and hospitality chains. Supervised all project development stages, including ideation, questionnaire development, ongoing support, reporting and presenting.

- Executed onsite data-collection and summary analysis projects for 30+ restaurant operator customers, growing team revenue by 500% in five years.
- Awarded the annual Presentation of the Year twice for providing the best and most actionable customer business review.
- Served as organizational lead on Industry Data Insights for the company, which integrated industry benchmarking into all customer programs.
- Recognized as a leader for critical projects, including rolling out the largest scale customer program for the company twice.

Data Type Experience

- Syndicated and proprietary
- Consumer
- Panel
- Transaction and purchasing
- Geo location
- Category and product level
- CPG
- Third-party and client
- Census and public
- Google Analytics
- Menu
- CRM

Analysis Experience

- Consumer A&U
- Consumer segmentation
- Consumer cross shopping
- Consumer retention
- Category management
- Competitive performance
- Customer switching
- Brand positioning
- Sales targeting
- A/B testing
- Market basket
- New item trends
- Flavor and product attributes
- Pricing
- Modeling and projections
- Correlation and regression
- KPI measurement
- Brand standards compliance

References

Available upon request