

Been There Done That

RESUME: MARKET RESEARCH

What have you done as a market researcher?

I have built mostly from scratch the market research & intelligence functions at large media companies like DIRECTV, WGBH, Telefutara and Sony Pictures. This means recruiting, hiring and training staff, creating procedures, acquiring vendors, producing reports, etc.

I was responsible for P&L in many cases and partnered with Universities and local agencies to develop research capacity at lower costs. At WGBH, this saved us enough to go from \$200K negative to a balanced budget already in the first year. At the peak of development at DIRECTV I managed a team of 25 researchers in 7 countries with a budget of \$8 million to conduct studies like focus groups, online loyalty panel, segmentation, price elasticity, brand equity and customer satisfaction (NPS).

As a member of the Society of Competitive Intelligence (SCIP), I have developed the first CI practices for DTVLA, establishing the pioneer market size and customer satisfaction benchmarks in Latin America, later generally adopted by all media companies in the region.

Another notable study was the ethnographic segmentation of TV viewers in 7 countries. Considered one of the largest studies of the kind, we had anthropologists watching TV with

families for several days and even attending birthday parties. The result was a segmentation strategy for the 21st century and I even published a book with the vendors.

Likewise, many other studies have also been repurposed and expanded into conference and academic papers. A list can be found on my online vitae.

My expertise includes all steps in research, from identifying business issues that can be studied to designing qualitative and quantitative data gathering methods (including online questionnaires, analyzing statistical data and presenting to executives, both internal and external, through dashboards and in-person.

I am particularly apt at transforming large amounts of data into insightful business advice. For instance, at one point, a study collateral data pointed to the importance of selling TV subscriptions to young couples and I devised a mock campaign showing how to sell subscriptions at a furniture store (new couple = new house = new furniture = new TV service).



Built Market Research function from scratch at WGBH, Sony Pictures, and DIRECTV

KEYWORDS: P&L Responsibility | Quantitative | Qualitative | Online Panel | VOC | SPSS | Tableau | Qualtrics | Focus Groups | Surveys | Client Service | Analytics | Competitive Intelligence | Statistics | Dashboards | Training | Leadership

This document is part of a collection of case studies showcasing my professional experience on any specific topic. It is aimed at providing a quick summary response to some of the typical questions hiring managers have when trying to understand my broad background, with multiple experiences in a variety of topics.

*For a complete review of my curriculum, please visit
<http://lgduarte.wixsite.com/profile>*