

Experience

8/2004-Present **Mars Drinks NA (Division of MARS, INC.)** West Chester, PA

Senior Research Analyst keny@yaho.com

- Lead all market research activity including channel, competitor and market insights, IRI data mining, and primary research initiatives
- Collaborated with external consultant to develop a comprehensive Roadmap for Growth and Pricing Strategy in North America to increase market share and sales
- Developed 5 year growth strategy and yearly channel activity plan through participation on Demand (Sales & Marketing) Leadership Team
- Promoted within 18 months of hire date and again within another 12 months

2003-2004

EM Photonics

Newark, DE

Marketing Intern

Developed and implemented new techniques to generate sales leads, resulting in a 250% increase over a three month period.

Summer 2001-02

AstraZeneca Pharmaceuticals

Wilmington, DE

Marketing Research Summer Intern

Actively participated in analysis of primary and secondary market research, including segmentation, branding and positioning. Extensively used industry statistical databases for secondary research.

Education

May 2004

University of Delaware

Newark, DE

Bachelor of Science in Business Administration

Majors: Marketing and Operations Management

Minor: International Business

Fall 2010 (est.)

Penn State University – Great Valley

Malvern, PA

Masters of Science in Business Administration

Skills

SAP CRM/BW, SAS, Salesforce.com, SPSS, MS Office Suite (Word, Excel, PowerPoint, Access, and Outlook), Lotus Notes, eViews, HTML, Adobe Photoshop

Activities and Accomplishments

2007, 2008

Mars Distinguished Service Award

2005

FLAVIA Great Associate to Work With