

JIM RUDOLPH

PROFESSIONAL EXPERIENCE

Seventh Generation, Burlington, VT

Consumer and Market Insights Manager

2016- Present

- Manages measurement of Seventh Generation loyalty and brand health via design, interpretation and synthesis of shopping behavior data and brand perception studies.
- Leads research efforts to understand shopper mindsets towards health, wellness and sustainability within current and prospective retailers of Seventh Generation products.
- Collaborated in development of “Consumer Connect Program”, leading activities for marketing department to more frequently interact with customers and build a more intuitive understanding of customer needs.
- Designs and executes research learning plan for potential launch of products in new categories including in home interviews, focus groups and quantitative surveys
- Founded Seventh Generation Book Club, quarterly discussing business, workplace and societal topics and implications for Seventh Generation

Target, Minneapolis, MN

Guest Insights Senior Specialist

2013- 2015

- Subject matter expert on brand equity measurement, with focus on management, execution, and communication of national brand perception research.
- Developed holistic brand health narratives for marketing annual planning by synthesizing results from primary and secondary research studies, social media, societal trends, and company sales data.
- Prioritized attitudinal and behavioral wellness consumer segments for future wellness programs via linking customer data to wellness segmentation and executing additional research study to supplement existing findings.
- Led industry benchmarking analysis on Net Promoter Score as an appropriate brand and enterprise key performance indicator.
- Analyzed customer transaction data with retailer satisfaction scores for Target and competitors to better understand relationship between emotional connection and long-term customer shopping behavior.
- Managed execution and communication of Target’s in-store and online guest satisfaction measurement programs in partnership with in-store and online service teams.
- Provided mentoring and training to two undergraduate new hires in consumer research and analysis methods.
- Led Guest Insights TED Talk Tuesday fostering discussion on issues in consumer behavior, personal development and organizational management

Kimberly Clark, Neenah, WI

Global Marketing Research and Analytics Intern

2012

- Synthesized and presented four years of international primary research on household cleaning at internal global summit on new product innovation.
- Mined global household cleaning segmentation study and developed country-specific habits and practices reports to bring attitudinal and behavioral segments to life for partners.

United Hospital System, Kenosha, WI

2009-2011

Business Analyst, Surgical Services

- Recovered \$300,000 in lost revenue by implementing new billing audit practices.
- Administered and analyzed survey of medical staff and identified key findings for leadership team.
- Developed new reporting processes to identify tardy surgeons and optimize operating room reservation efficiency.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI

2011-2013

Master of Business Administration

- Specialization: Marketing Research, A.C. Nielsen Center
- Key Coursework: Marketing Research, Quantitative Models in Marketing, Qualitatively-Based Marketing Insights, Scaling, Factor & Cluster Analysis, Consumer Behavior, Developing Breakthrough New Products, Hierarchical Linear Modeling, Brand Strategy

Marquette University, Graduate School of Management, Milwaukee, WI **2009-2011**

Master of Science, Applied Economics

- Key Coursework: Advanced Micro and Macro Economics, Applied Econometrics, Applied Time-Series Econometrics
- Thesis: “Econometric Analysis of Demand for Marquette Men’s Basketball”

Carthage College, Kenosha, WI **2004-2008**

Bachelor of Arts

- Majors: Business Administration, Marketing, & Mathematics; Minor: Spanish; Cum Laude honors graduate
- International Learning Interim Term: 2008 Flores, Guatemala: “Creating an Oral History for Nuevo Horizonte Cooperativo”
- Resident Assistant 2006-2008

TEACHING ASSISTANTSHIPS AND GUEST LECTURES

Guest Lecturer

Champlain College

- Marketing Research-Consumer Insights in times of Uncertainty April 2020

University of Vermont-

- Services Marketing- Marketing Research in Retail and Service Based Organizations November 2019
- Sustainable Brand Marketing (MBA)- Consumer Insights at Seventh Generation September 2018
- Sustainable Brand Marketing (MBA)- Brand Health and Loyalty October 2017
- Marketing Management- Key Marketing Metrics and How They’re Actually Tracked April 2017
- Consumer Behavior- Shopper Insights March 2017
- Sustainable Brand Marketing(MBA)- Consumer Insights at Seventh Generation October 2016

Carthage College, Kenosha WI

- Marketing Research- Careers in Marketing Research April 2019
- Life After Carthage- “Learning after college” January 2016
- Career Planning - “Using your values as a compass in your career” January 2016
- Consumer Behavior- “A day in the life of a corporate marketing researcher” November 2014
- Marketing Communications- “Current topics in marketing research” April 2013
- Business Policy Seminar- “Reflections of a recent Carthage grad on careers and graduate school” April 2013

Teaching Assistant University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI **2012-2013**

- Teaching Assistant- “Data to Decisions” , Managerial Statistics for MBAs Fall 2012
- Teaching Assistant- Management and Marketing for Non Business Majors Spring 2013

COMMUNITY ENGAGEMENT & VOLUNTEERING

City Market (Onion River Cooperative), Burlington, VT **2018-Present**

Board Member for community owned natural grocery store with two stores and annual sales in excess of \$50million

Friends of Hennepin County Library, Minneapolis, MN **2015 -2016**
Volunteer Consultant- Marketing and Donor Engagement Research

- Redesigned annual donor engagement survey and led analysis of survey results.
- Provided ongoing marketing and strategy consulting to leaders in fundraising and marketing

AWARDS & HONORS

- 2017 Seventh Generation Marketing Department, Lead with Purpose Award
- 2018 Unilever Delegate to **One Young World, global leadership summit in Den Hague, Netherlands**
- 2019 Seventh Generation Living our Values Award recipient
- Eagle Scout
- Marathon finisher (10x times)

