

JAMES RUDOLPH

PROFESSIONAL EXPERIENCE

Seventh Generation, Burlington, VT

Consumer and Market Insights Manager- Shopper Insights and Marketing Measurement

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

Friends of Hennepin County Library, Minneapolis, MN

Volunteer Consultant- Marketing and Donor Engagement Research

2015 -2016

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

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 Economics, Adv. 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

University of Vermont-

- Marketing Management- Key Marketing Metrics and How They’re Actually Tracked April 2017
- Consumer Behavior- Shopper Insights March 2017
- Sustainable Brand Marketing- Consumer Insights at Seventh Generation October 2016

Carthage College, Kenosha WI

- 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