MATTHEW W. MADDEN

mattmadd99@gmail.com | 801.856.8015 | https://www.linkedin.com/in/mattmadden/

Creating practical, advanced solutions in data analytics and marketing insights

KEY SKILLS

Predictive Analytics	Brand Strategy
Consumer Insights	Executive Management & Speaking
Business Development	Training (senior and junior roles)

EXPERIENCE

Marketing Lab Director, Professor | Brigham Young University | 2019 – Present

Direct a professional agency within the business school. Grew client projects by 25%+ immediately after hire. Launched a digital marketing team.

Teach consumer insights, business analytics, and brand consulting to 150+ undergrads and MBAs. Nominated for Experiential Learning Award in 2021 and 2024.

Trained BYU on-campus unit CEOs (e.g., outdoor rentals, floral, dining, etc.) for five sessions covering CX, brand positioning, advertising, secondary & primary research, and Qualtrics.

Selected as one of 30 Aspen Grove guest speakers among several hundred applicants.

Co-author, JAMA Dermatology: Patient Preferences for Pain Control After Mohs Micrographic Surgery - A Single-Center Discrete Choice Experiment (2023).

Consult independently on analytics for Ford, HOKA, teva, WWF nonprofit,, and others.

Managing Partner | Hall & Partners | 2017 – 2019

Led the Salt Lake City office P&L ($10M+) with a combined team of researchers, analysts, and developers. Drove 44% global analytics revenue growth in 2018 via training and biz dev support:

- An expanded insight platform and dashboard that provides more automated analytics (e.g., brand maps, leading indicators, interactive segment profiles, ROI models)
- A DMP partnership leveraging digital behaviors for customer targeting
- Connected data tools for scenario planning and business-outcome modeling

Guided team into adopting new software and platforms, e.g., moving statistical software from SAS and SPSS to R and Python, transitioning desktop applications development to web-based tools, and vetting partners for AI initiatives.

Global Head of Analytics | Hall & Partners | 2014 – 2016

Merged two analytics teams to serve a $150M business while providing methodology to marketing execs and analytically-savvy gatekeepers on our largest partnerships and pitches.

Managed R&D innovation initiatives on:

- Market scenario planning simulator using connected data (*Predict*)
- Customer engagement via emotion-based communications (*Emotive Choice*)
- Optimized marketing through behavioral economics (*Frame*)

VP of Analytics | The Modellers | 2009 – 2014

Ran the $2M analytics-only consulting practice for management consultant and agency clients.

Led R&D on data systems, automation tools, and advanced simulators. Turned a multi-day conjoint process into a half-day. Reduced segmentation process from 3 weeks to 1 with automated reports. Instituted automated mapping, sample size estimation, and costing tools.

Facilitated the internal wiki for collaborative training (2nd highest material contributor).

Supported conference presentations (e.g., AMA ART Forum, Sawtooth Software Conference).

Director of Analytics | The Modellers | 2005 – 2009

Promoted from Data Analyst role to run a fast-growing analytics team. Extended team's capabilities to move the company to a full-service marketing research operation offering:

Segmentation	Conjoint & Choice Models	Customer Journey, CX
Regression & Path Models	Marketing Mix	Brand Equity
Machine Learning	Multivariate Statistics	Excel simulators

EDUCATION & TRAINING

Software expertise: R, advanced AI tools, SPSS, advanced Excel & VBA, Qualtrics (PX, Stats iQ)

M.S. Statistics | Brigham Young University

- Thesis project led to freelance work for a WHO collaboration: The Adult Morbidity and Mortality Project, creating early indicator classification algorithms via CART and neural networks to monitor epidemics and track mortality in sub-Saharan Africa

B.S. Statistics-Business | Brigham Young University

Omnicom University Executive Training (2014, 2015, 2016)

- Multi-week Senior Management Program at Babson College for agency leaders