

MATTHEW W. MADDEN

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Creating practical, advanced solutions in data analytics and marketing insights

KEY SKILLS

Predictive Analytics
Consumer Insights
Business Development

Brand Strategy
Executive Management & Speaking
Training (senior and junior roles)

EXPERIENCE

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

Direct a professional agency within the business school. Grow client projects by 25%+ annually.

Provide training to 50+ new undergrad and MBA students each year so they can consult on paid client engagements in brand strategy and marketing analytics.

Teach marketing research and consulting classes to 175 students. Nominated for Experiential Learning Award in 2021.

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

Provided client-facing methodology on our largest partnerships and pitches. Used a balanced communication style to collaborate with both marketing execs and analytically-savvy gatekeepers, creating approaches that would best solve their business problems.

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*)

Merged two analytics teams to serve a global \$150M brand strategy and research business.

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 as little as one hour of work. Reduced segmentation process from 3 weeks to 1 with automated report builds. Instituted automated mapping to cut path model delivery time in half. Built tools to create consistency in sample size and cost estimating.

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 | 2000 – 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

Software expertise: R, SPSS, SAS, advanced Excel & VBA, Qualtrics & Stats iQ

EDUCATION & TRAINING

M.S. Statistics | Brigham Young University | 2002

- 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 | 2000

Omnicom University Executive Training | 2014, 2015, 2016

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