



BERT WILLARD

Market Research Program Director

PROFILE

Market research executive with expertise in primary/secondary market research, project management, and digital transformation who brings an Agile approach to engagement strategy, market intelligence, marketing operations, and brand loyalty measurement. Seventeen years measuring customer satisfaction, improving experiences, and ad hoc ad testing with omnichannel targets across B2B and B2C markets.

EDUCATION & CERTIFICATIONS

Old Dominion University (ODU)

BS in I/O Psychology, 1992
-Minors in Marketing, Communications

Market Research Association (MRA)

Professional Researcher Certification (PRC), 2005
-Leading industry methods for Fortune 500

Project Management Institute (PMI)

PMP & PMI-ACP Certifications, 2016-Present

EXPERIENCE

Counsel Member

GLG Consulting, Feb 2021-Present
-Market intelligence consulting

Freelance Consultant

Willard LLC, Jun 2020-Present
-Market intelligence consulting
-SMB digital transformation and marketing

SKILLS

Market intelligence & reporting
Project management
CX, NPS, & KPI measurement
Strategic planning
Change management
Geospatial analytics
Voice of Customer & CX adoption
LEAN process improvement
Research partner direct sourcing
Competitive intelligence
Research sampling & operations

ASSOCIATIONS

Insights Association, 2020-Present
American Marketing Association, 2020-Present
Project Management Institute, 2016-Present
ODU Alumni Association, 1992-Present

CONTACT

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EXPERIENCE CONTINUED

Project Manager, Senior Market Research Analyst

Ferguson Enterprises, Jan 2011 - May 2020

- Voice of Customer Program design, automation, adoption
- Metrics best practice: NPS, CSAT measures
- Research partner direct sourcing
- Market analytics, competitive intel, geospatial analytics
- LEAN process improvement, focus groups, IDIs

Director of Client Services

R2R Associates, Jan 2010 - Dec 2010 (Contract)

- Directing triage for boutique digital marketing agency
- eMarketing content strategy for SMBs
- Social media management, tracking
- 40% churn reduction among a 200 SMB account base

Business Development Manager

123 Triad Web Design, Jan 2009 - Dec 2009 (Freelance)

- SEO service sales and research applications
- Website sales and strategy for over 50 SMBs
- Digital transformation for low tech clients

Enterprise Transformation Specialist

Regency Office Products, Jan 2007 - Dec 2009

- Supply chain vendor marketing and research
- B2B customer account management
- CRM integration and adoption

Senior Client Services Manager

Johnston, Zabor, & McManus, Jan 2006 - Dec 2006

- Focus group and IDI client and facility direction
- Pharma research proposal writing and client services

Client Services Manager

RTI International, Jan 2004 - Dec 2006

- Epidemiological research stakeholder management
- Research data collections for \$25M+ tracking studies
- Workforce software adoption (PeopleSoft, Blue Pumpkin)
- Mentoring teams and continuing ed committees
- Instituted daily scrum / team building in matrix organization

Field Research Director

Marketing Analysts, Inc., Jan 2000 - Dec 2004

- Direct sourcing of over 30 local research partners
- Focus group and IDI moderation
- Concept-product tested over 500 CPG products
- Spearhead digital transformation of data collections
- Average 18% above target cost savings per project
- Project reporting & analytics

Research Quality Manager

IPSOS-ASI, Jan 1993 - Jan 2000

- Research methodology trainer, quality control
- HR management, mentoring, coaching
- Ad testing analytics for Fortune 500 clients
- Research call center management, tech
- Spearhead new international testing

Project Director

Issues & Answers Network, Jan 1992 - Dec 1992

- Market research client services to Fortune 500
- Data collections management
- Focus groups and IDIs
- Organizational communications intern

PLATFORMS

HR: WorkDay, PeopleSoft

PMIS dev: Workfront, MS360, Jira, Monday, etc.

Data clouds: Oracle, Azure, OneDrive

Geospatial: ARC GIS, eSpatial, Google

METHODS

- Secondary data integration: Census, Dodge Construction, Moody's Analytics, proprietary
- Primary data methods: NPS, SEC, eNPS, conjoint, segmentation, persuasion, A/B, IDIs, focus groups
- Data visualization: Power BI, Tableau, Splunk, custom Javascripting