

BERT WILLARD

Smithfield, VA USA
bertwillard757@outlook.com

757.357.3768
www.linkedin.com/in/bertwillard

STRATEGIC ANALYTICS LEADER | MARKET INTELLIGENCE & TRANSFORMATION EXECUTIVE

Data Analytics & Reporting | Market Research | Strategic Planning | Program Management

Accomplished analytics and market intelligence leader with a proven record of transforming data into actionable business strategies that drive growth and operational excellence. Proficiencies in data analysis and reporting, market research, and digital transformation. Hands-on experience leveraging automation to streamline processes, enhancing data quality, and utilizing an agile approach to program management. Skilled in executive reporting, cross-functional collaboration, business planning project management, and leading high-performing teams to deliver impactful insights for senior stakeholders. Known for strategic vision, LEAN Six Sigma approach, problem-solving, and the ability to translate complex information into clear, compelling recommendations. Adept at building agile analytics functions and fostering a culture of innovation and continuous improvement.

CORE COMPETENCIES

- Agile & waterfall project management
- Market, customer journey, and geospatial mapping
- Cross-collaboration thought leader
- Strategic and business planning
- Change management
- Executive stakeholder management
- Data analytics, visualization, and storytelling
- Competitive intelligence
- 3rd party platform direct sourcing
- Process automation and LEAN Six Sigma

PROFESSIONAL EXPERIENCE

FERGUSON ENTERPRISES, Newport News, VA

2022 to 2025

Senior Power BI Developer

2024 to 2025

- Cross-collaborated across multiple divisions to design, build, and manage a custom enterprise-wide project management information system (PMIS) linking multiple platforms into a single executive Power BI report for the entire organization.
- Met development project timelines for strategy tracking tool for PMO, executives, and strategy owners.
- Insourced project management platform saving as much as \$150k annually in subscription costs.
- Utilized Microsoft Office, Oracle Suites, SQL, JSON, and Python to best align new technology and reduce technical debt across multiple Finance-owned reports.

Business Intelligence Analyst & Planning Strategist

2022 to 2024

Drove enterprise-wide market intelligence, Finance, and strategic planning initiatives, partnering with executive leadership to drive digital transformation and data-driven decision-making across the organization.

- Designed and implemented KPI analytics frameworks, ad hoc analysis for quick-turnaround strategic initiatives, increased operational annual planning efficiency by 30% year over year and aligned business objectives with measurable outcomes.
- Collaborated with Finance, PMO, and P&L leaders to deliver actionable insights on market expansion, competitive threats, and investment opportunities, resulting in new lens data-driven strategic recommendations and dramatic cuts to lead time around budget dollar allocations and the planning process.

FREELANCE CONSULTING, Smithfield, VA

2020 to 2022

Freelance Consultant**2020 to 2022**

Provided agile project management and technical expertise in the CX and digital marketing functions in the B2B and B2C construction, energy, and telecom sectors. Executed qualitative research and marketing design project management for Adventist Health, National Chamber of Commerce Foundation, and 3rd Rock Solar. Optimized social media presence via automation and provided regional research reports for investors in the construction sector. Provided construction industry insights as Council Member to GLG Consulting, Inc. Championed the Sales channel B2C CX platform, producing tighter turnaround, improved insights, and root cause analysis of AT&T customer feedback.

- Doubled prospecting leads to 3rd Rock Solar with industry insights leading to better local targeting.
- Doubled internal stakeholder audience for B2C Sales customer experience platform AT&T, eliminating duplication of research components across multiple CX areas.

FERGUSON ENTERPRISES, Newport News, VA

2011 to 2020

Senior Market Research Analyst / Program Manager**2011 to 2020**

Directed large-scale market intelligence projects, including Voice of the Customer (VoC) programs, competitive intelligence, annual reporting, and market trend analysis. Provided data-driven, actionable insights to executive leadership, influencing strategy and investment decisions across B2B and B2C sectors. Led qualitative and quantitative research initiatives, including executive stakeholder interviews, focus groups, and advanced analytics. Supported inorganic growth through market sizing and opportunity analysis for M&A initiatives. Mentored analysts and managed research partners, ensuring high-quality project execution.

- Designed and technologically transformed a strategic planning process from a 3-week to 3-day delivery time.
- Design, implementation, and training of Adobe Workfront project management platform for research team and marketing operations resulting in 20%+ speed increase in Marketing project turnaround, research results delivery.
- Designed, launched, and managed Ferguson's first closed-loop customer feedback system and CX Annual Report enterprise-wide.

ADDITIONAL EXPERIENCE**R2R Associates, Agency Director** (2010)**123Triad Web Design, Business Development / Designer** (2009)**Regency Office Products, Vendor Marketing Specialist** (2007-2009)**Johnston, Zabor, & McManus, Market Research Director & Account Executive** (2006)**RTI International, Research Client Services Director** (2004-2006)**Marketing Analysts, Inc., Project Director** (2000-2004)**Ipsos-ASI, Quality Assurance Manager & Trainer** (1993-2000)**EDUCATION & CERTIFICATIONS****B.S.**, I/O Psychology, Old Dominion University, Norfolk, VA**PMP**, Project Management Professional, PMI, Newport News, VA**PMI-ACP**, Agile LEAN Six Sigma Green Belt, PMI, Newport News, VA**ITIL**, IT Service Foundations, AXELOS, Newport News, VA