

BERT WILLARD

Smithfield, VA (Hybrid / Remote) | US +1 757-357-3768 | bertwillard@gmail.com | [linkedin.com/in/bertwillard](https://www.linkedin.com/in/bertwillard) | Portfolio: bertwillard.com

BUSINESS TRANSFORMATION ARCHITECT | AI, BI & STRATEGIC PLANNING Tech-forward strategic leader combining Fortune 500 market research rigor with advanced digital agility. Expertise in engineering custom Project Management Information Systems (PMIS), driving Voice of the Customer (VoC) programs, market research for investors, and utilizing Generative AI and advanced analytics (Power BI) to expedite C-suite decision-making. Proven track record of transforming complex datasets into actionable, human-centric narratives using the Adobe Creative Suite and Agile methodologies to align cross-functional teams, drive change, management, and secure executive buy-in.

CORE COMPETENCIES & TECHNOLOGY STACK

- **AI & Modern Tools:** Generative AI Workflows (Gemini, AI Studio, ChatGPT, Google AI Studio Ultra, ElevenLabs Pro 2026, Perplexity Pro), Prompt Engineering, HITL, Data Automations and Dashboarding, Microsoft Power Platform.
- **Data & Analytics:** Power BI, DAX, SQL, Geospatial Analysis, CX Metrics (NPS, OSAT), MaxDiff Conjoint, RFM (churn), Market Segmentation, Predictive Market Analytics, Marketing diagnostic testing (A/B, recall, persuasion, quantitative & qualitative methods.)
- **Project & Change Management:** PMP, Agile / Scrum (Scaled Agile), Lean Six Sigma, Custom PMIS Architecture (Jira, Adobe Workfront, Smartsheets).
- **Design & Content Strategy:** Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Character Animator), Cinematic Data Storytelling, Instructional Video Design.

PROFESSIONAL EXPERIENCE

Independent Consultant & Strategic Content Director *NextWave Content Ventures & 1099* | Remote | 2021 – Present

- Architect and deploy custom Project Management Information Systems (PMIS) integrating Power BI, PowerApps, and MS Teams, successfully consolidating core performance reporting and increasing business plan execution success by 30% YoY.

- Leverage Generative AI tools and the Adobe Creative Suite to accelerate market analytics, optimize go-to-market workflows, and produce engaging, data-driven content narratives for client portfolios.
- Serve as a fractional Voice of Customer (VoC) and strategy consultant, translating market intelligence and consumer sentiment into scalable business processes, instructional design, and product improvements.
- Manage Agile methodologies to streamline project management operations, reducing process bloat and enhancing cross-functional data reporting efficiency.

Strategic Planning, Market Analytics, VoC Program Management, & Ad Hoc FP&A

Ferguson Enterprises LLC | Newport News, VA | 2011 – 2025

- Designed, launched, and scaled a comprehensive B2B and B2C Voice of the Customer (VoC) program from the ground up, establishing the core feedback loops currently utilized for executive decision-making.
- Expedited executive budgetary and investment processes from 3 weeks to 3 days by unifying disparate datasets into consolidated, interactive geographic visualizations.
- Led cross-functional SME groups through complex business transformations and strategic planning utilizing geospatial analytics and lean agile frameworks.
- Synthesized complex market research into clear, actionable reporting, effectively bridging the gap between raw data and executive strategy.

EARLY CAREER FOUNDATION: MARKET RESEARCH & CLIENT SERVICES *(Selected highlights demonstrating foundational expertise in enterprise-scale analytics, methodology design, and quantitative research)*

- **Senior Market Research Analyst:** Directed the end-to-end execution of over 300 quantitative consumer survey research projects for Fortune 500 brands, specializing in concept/product testing, market segmentation, and advertising copy tests.
- **Public Sector Client Services:** Managed two large-scale research data collection call centers as Client Services Manager for \$4M+ government contracts, including the National Survey on Drug Use & Health and the World Trade Center Health Registry.
- **Methodology Modernization:** Championed a Scaled Agile approach to successfully convert legacy analog surveying methods into highly efficient, modern digital data collection formats.

- **Predictive Analytics & Media Optimization:** Executed national media effectiveness studies for major brands, utilizing predictive analytics to fine-tune product quality management and optimize millions of dollars in corporate media spend.
- **Qualitative Leadership:** Managed end-to-end focus group operations—including recruiting, discussion guide writing, and moderation—for top-tier Fortune 500 CPG brands.

CERTIFICATIONS & EDUCATION

- **Project Management Professional (PMP)** – Project Management Institute (PMI)
- **Lean Six Sigma Green Belt**
- **Professional Researcher Certification (PRC)** – Insights Association
- **ITIL Foundations Certification**
- **Bachelor of Science** – Old Dominion University