

Paul Klebon

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EXPERIENCE

The Trade Desk, Chicago, IL

January 2022 – Present

Market Research & Insights Lead, January 2022 – Present

Conagra Brands, Chicago, IL

October 2016 – January 2022

Shopper Insights Director, Omnichannel Commerce, November 2020 – January 2022

- Developed and presented insights to Walmart that helped sell-in a company record 27 new frozen items and secure a category advisory of the \$536MM Frozen New Lifestyles category.
- Improved the data-driven support for retailer media and eCommerce investments helping drive the eCommerce business to over \$1B in sales and 9% of the total business in FY21.
- Initiated post-COVID-19 predictive eCommerce trajectory forecast to guide and influence category, modality, and retailer prioritization.
- Uncovered a \$102MM opportunity at Kroger over two years by identifying omnichannel shopper segments who have higher brand loyalty, basket spend, and life-time-value than in-store shoppers do.
- Improved the eCommerce data infrastructure including synthesis of multiple 1st and 3rd party data sets, KPIs, automation, and re-visualization speeding reporting, education, and decision making.

Shopper Insights Manager, Omnichannel Commerce, April 2019 – November 2020

- Evolved Conagra's innovation selling process by establishing an insights-led approach and stronger business partnerships among key cross-functional partners through clear roles and responsibilities.
- Developed and presented frozen single-serve meal insights to Walgreens that helped sell-in ten incremental items across 6500 stores and gain 50% share of the category's shelf at Walgreens.
- Identified \$47MM retail sales opportunity for Conagra's snacking portfolio via distribution in non-traditional food channels such as Home Improvement, Auto, and Sporting Goods.
- Advised go-to-market strategy for Gardein's entry into the \$311MM meat alternative burger space including price-pack architecture; burger generated \$11MM in retail sales in year one.

Brand Insights Manager, Birds Eye, Banquet, and Chef Boyardee, October 2016 – March 2019

- Leveraged growth trends in the fast-food industry to inspire the design of Banquet's more premium Mega Meal subline; platform is \$221MM at retail and 90% incremental to the Banquet brand.
- Guided modernization of the \$951MM Banquet brand, which included repositioning from a value brand to a brand offering American classics, improving the food quality, and introducing a more premium subline; efforts returned Banquet back to growth (+2%) in fiscal year 2018.
- Influenced new packaging design architecture for the \$1.6B Birds Eye portfolio (~270 SKUs) that improved visibility and findability on shelf and more appetizing food photography vs. the old.
- Capitalized on restaurant trends to fill Birds Eye's 2020 innovation slate, which included Oven Roasted Vegetables and Crispy Vegetables - currently \$33MM and \$19MM at retail, respectively.

Newell Brands, Atlanta, GA

September 2015 – October 2016

Consumer Marketing Insights Manager, Writing and Creative Expression

- Conducted idea screening, concept, and product testing for Paper Mate's expansion into children's handwriting pens and pencils, which delivered \$10.2MM in net revenue in 2018.
- Informed the 2016 Mr. Sketch scented crayon launch ad, which scored in the 95th and 82nd percentiles for breakthrough and persuasion respectively in the Millward Brown advertising testing database.

EXPERIENCE

MillerCoors, Chicago, IL

July 2012 – August 2015

Associate Insights Manager, Miller Lite, November 2014 – August 2015

- Impacted the brand team's creative rotation plan in prioritizing higher breakthrough ads for Miller Lite's 2015 Bodega campaign by utilizing learning from pre-market and in-market ad testing.

Associate Insights Manager, Craft & Import Brands, July 2012 – October 2014

- Headed line extension research for Leinenkugel's successful Summer Shandy resulting in the launch of Cranberry Ginger and Grapefruit Shandy, which both delivered \$11MM in net revenue in year one.
- Executed Blue Moon spring seasonal refresh that introduced a new beer, package, and name. The beer increased sales volume 47% over the prior year's spring seasonal beer.
- Collaborated with global parent company, SABMiller, on Pilsner Urquell packaging refresh that informed the launch of limited-edition heritage cans resulting in a 52% net revenue increase for cans.
- Built and managed Peroni and Pilsner Urquell market trackers which were recognized as best in class by global parent company and supported brand team's activation strategy in key cities.

Marketing Insights Intern, Craft & Import Brands, June 2011 – August 2011

- Identified three major segments within the booming craft beer category that led to the craft and import division structuring its beer portfolio and innovations against those segments.

InterMetro Industries, an Emerson Electric Company, Wilkes-Barre, PA

May 2007 – January 2009

Market Specialist – Commercial Products, June 2008 – January 2009

- Trained sales team on product line for unexploited market; educated sales reps on product technology, features, benefits, competitors, and methods to grow segment an estimated 70% over five years.

Marketing Analyst, May 2007 – May 2008

- Reduced annual price increase process from 3+ months to less than 3 weeks; developed streamlined, accurate model, and standardized the process. Added \$9.1MM in incremental revenue the first year.

Michael Cutler Company, Olyphant, PA

August 2006 – May 2007

Business Analyst, Walmart Team

- Designed performance scorecards to monitor vendors and ensure the highest quality products and on-time delivery. Improved vendor performance and maintained client-mandated 98.5% service levels.

EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN

May 2012

Master of Business Administration, major in Marketing and Business Analytics

- Faculty selected member of Consumer Marketing Academy
- Recipient of a Graduate Assistantship merit award in the Marketing Department

The University of Scranton, Scranton, PA

May 2006

Bachelor of Arts, major in Economics and History

- Graduated Summa Cum Laude with a GPA of 3.96
- Won the Excellence in Economics and Professor Frank C. Brown for Excellence in History Awards

ADDITIONAL

- The University of Georgia Principles of Market Research (2018) and Principles of Mobile Market Research (2017) Certificates of Completion
- SABMiller Fundamentals of Market Research Certified
- MillerCoors Marketing Award Winner: Brand of the Year (2014), Profit Driver of the Year (2014), Multicultural Brand of the Year (2014), and Insight of the Trimester (T1 2015)