

Laurie Levine

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CPG professional with a **passion for analyzing information** to highlight business **opportunities and solutions**. Experienced in consultant and manufacturer capacities. Highly adept in managing and analyzing **diverse data sources** for leading brands supporting **category management, sales, marketing and finance** to increase sales. Demonstrated **leader and team player** recognized for flawless implementation of projects through **awards and promotions**.

KEY SKILLS

Client Engagement • Business Intelligence • Sales & Marketing Analysis & Insights • Category Management • Strategy & Tactics • Project Management • Cross-Functional Work • Leadership & Teamwork • Training & Adoption • Data Management & Stewardship • Creative Problem Solving • Detailed Oriented • Critical Thinking • IRI P.O.S. and Household Panel • Proficient with Microsoft Office Suite • Tableau • Proprietary CRM Tools • Superior Communications skills (verbal, written, and presentation)

EXPERIENCE

INFORMATION RESOURCES, INC. (IRI), CHICAGO, IL, 2007–2017

Consultant, Client Service, onsite at PepsiCo NAB, White Plains NY, 2014-2017

Award-winning cross-functional project leader in support of client's strategic business information and system needs. Transition to Master Data Management (MDM) and Unify Platform

- Successful renewal of multi-million-dollar client contract through team lead role in transition to MDM and Unify platform. Leadership recognized through three separate *IRI Make It Happen Awards*.
- Defined multiple strategic product attributes and hierarchies as well as flexible share metrics in collaboration with IRI and client teams.
- Rolled out and participated in client's company-wide training resulting in full MDM and Unify adoption.

New Product Launch Dashboards

- Provided leadership and teamwork in the development and introduction of new product launch systems module which utilized IRI's visualization capabilities.

Advisor on P.O.S. and Household Panel

- Guided client on IRI's P.O.S. and Household Panel data and systems capabilities.

Consultant, Consumer & Shopper Marketing, onsite at GSK CHC, Parsippany, NJ, 2013–2014

Empowered client to independently leverage consumer & shopper data to create future strategies and tactics.

- As SME, trained client's Marketing, Sales and Finance departments on IRI's Household Panel information and templates for OTC brands.

Consultant, Client Insights, onsite at Pepsi Beverages Co., Somers, NY, 2011-2013

Manager, Client Insights, onsite at Pepsi Beverages Co., Somers, NY, 2007-2011

Promoted from Manager to Consultant due to value delivered in support of client sales and finance leadership teams.

Business Intelligence

- Reported on and analyzed business results to senior management through PowerPoint decks.
- Improved client's company-wide reporting process by transforming standard static PowerPoint deck into dynamic visual scorecard in Excel with drop down menus for flexible content.

Strategic Analyses

- Enabled client to meet quarterly sales targets by forecasting account sales at different price points.
- Analyzed brand and competitive performance across different take home and single serve pack sizes.

Product Assortment Tool

- Designed interactive Excel tool for aiding in retail distribution decisions. Recommended changes in product assortment and forecasted increases in sales and share.

PFIZER INC. NEW YORK, NY, 1998-2002**Manager, Trade Analysis**, Pfizer Pharmaceuticals Group, New York, NY 2000-2002

Introduced analytic techniques to provide insights on brand performance at wholesalers and retailers.

- Forecasted wholesaler reorder patterns from manufacturer utilizing shipments against consumer purchases.
- Managed custom retail vendor analysis for patient compliance study.
- Designed CRM website for tracking Account Manager, customer information, sales and call activity.

Category Business Manager, Pfizer Consumer Health Care, New York, NY 1998–2000

Provided Pfizer with an edge in positioning products at retail through analyses that drove category management strategies, tactics and sales stories.

- Developed fact-based category reviews addressing the 4 Ps for channels and national accounts to shape future plans and content in selling materials.
- Served as Category Captain for several major accounts.
- Created sales story around brand strategy, product line up and distribution opportunities, working with cross functional team. Conducted critical distribution and velocity analysis to gain retail presence, further contributing to 13% brand growth.
- Reported on company progress toward division objectives.

PHILIP MORRIS, NEW YORK, NY**Senior Analyst, Marketing Information/Portfolio Management**, Philip Morris, New York, NY, 1994–1998

Impacted sales and marketing strategies and tactics through delivery on a wide array of projects.

Monthly Sales Management Brand Reviews

- Evaluated and presented brand portfolio share performance in light of promotion execution.

Store Level Information System

- Guided vendor in development of strategic store level (wholesaler-to-retailer) information system.
- Acknowledged for leadership and teamwork in the development of automated business reviews.
- Recommended modification of retailer rewards program to prevent fraud and sabotage of information.

Emerging Trade Channel Study

- Designed custom retail and shopper surveys to identify brand opportunities in “Mega Volume” destination outlets not tracked in P.O.S.
- Profiled shopper demographics by market to fuel premium and discount brand promotions which contributed to increased sales and share of Total U.S. shipments.

Promotion Management

- Prioritized levels of promotional support for three similar share and declining brands based on demographic cohesiveness.

EDUCATION**MBA, Marketing**, NYU Stern Graduate School of Business, NYU, New York, NY**BS, Business Administration, Management Information Systems concentration**, SUNY, Albany, Albany, NY**RELEVANT TRAINING****Certificate, Data Analytics** (Excel, SQL and Tableau), General Assembly, New York, NY**Coursework: Digital Marketing**, General Assembly