

Dr. Michael L. Roberson

Contact information:

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Key Skills and Experience Highlights

- Market research, data-driven insights and strategic thought leader
- Broad experience in design, execution and analysis leading to actionable insights
- Proven expert is unifying discordant data into executive level “storytelling”
- Proven ability to simplify complex business issues through statistics
- Extensive skill in business case development based on advanced statistical analysis
- Significant international business demand profiling

Owner, eStudy LLC (economics and marketing research consulting)

Professional Experience:

External and Legislative Affairs

- Develop and manage a comprehensive analytics process to evaluate effectiveness of community and sustainability efforts.
- Coordinate information collection and warehousing across multiple organizations.
- Supervise investigation of current reputation assets across key stakeholder groups, review messaging performance both paid and earned media across digital, social, mass market, direct and location specific
- Link community and sustainability activities to key institutional metrics.

Advertising Research

- Use multivendor secondary data sources requiring advanced data warehouse methods to integrated into multiple modeling projects delivering actionable output at significant savings.
- Coordinate with corporate strategy, product development and other advertising manager to deliver key insights and executive level presentations.
- Lead research design and fielding of advertising and brand tracking studies with provide:
 - translated soft brand metrics into hard financial returns
 - short and long-term advertising analysis of marginal changes to a messaging portfolio
 - quantifying the impact of brand advertising across the product portfolio and estimating the cumulative leverage of brand messaging.

Customer Satisfaction

- Lead customer satisfaction metrics analyses which may determine employee compensation and review vendor performance.
- Use a broad range of analysis techniques to explain and forecast customer satisfaction help identify process improvements leading to improve customer satisfaction and loyalty.

Marketing Sciences

Manage customer research in support marketing and product development initiatives. Work with product management, product development, and customer experience teams to deliver quantitative and qualitative research results that directly contribute to decisions supporting business plans.

Segmentation

Manage consumer and business segmentation process which includes database refresh processes and working with lines of business managers to enhance customer segmentation for future sales initiatives. Shepard market research used to develop other behavioral and attitudinal customer segments. Use statistical modeling to categorize customers into various segmentation schemes. Consult with institutional sales and marketing teams to integrate segmentation information for strategic plans, direct mail activities, mass media buys, and call center activities.

Marketing Research Management

Manage marketing research vendors and business consultant interaction with businesses. Primary research manager for potential new markets, products or portfolio extension. Manage market share studies for consumer and business markets. Provide behavior-based models to support mass media targeting. Can manage professional researchers which includes assigning tasks, providing guidance, and performance evaluation.

Strategic Demand Analysis

Conduct research and estimate econometric demand models that supported financial models used to value potential acquisitions. Estimate statistical models to project potential customer demand and to determine optimal pricing for various services and packages. Can work with business development teams both domestic and international to support asset acquisition consistent with corporate strategy.

Demand Analysis

Work with new product development to write business cases that managers use to prioritize capital spending. Estimate statistical models that provided input into broader financial models projecting potential cash flow for new concepts.

Database Modeling

Develop sophisticated probability model to predict consumer level purchase or churn propensity for different products and services. Can provide assistance in developing processes that integrate model output directly into sales and service systems to generate prospect lists or how best to treat a contact.

Academic Adjunct Assignments:

- Western Kentucky University (2004 – Present) *Principles of Microeconomics, MBA: Quantitative Analysis, Managerial Economics, Macroeconomics, and Contemporary Economics*
- University of Texas at San Antonio (1998 – 2001) *Principles of Microeconomics, Business Forecasting*
- Southern Illinois University at Edwardsville (1992 – 1997) *Principles of Microeconomic, MBA: Managerial Economic Issues*
- University of Missouri - St. Louis (1993 – 1996) *Advanced Business Statistics*
- Lecturer, Texas Tech University (1987-1990) *Agricultural Economics and Agricultural Finance*
- Lecturer, Murray State University (1986-1987) *Contemporary Economics*

Education:

Ph.D. in Agricultural and Applied Economics with an emphasis in Corporate Finance and Mathematics, Texas Tech University

M.S. Microeconomic Theory, Murray State University

B.A. Economics with a minor in Business Administration, Western Kentucky University

Technical Skills Summary:

- Strong working knowledge in many software applications: SAS, SPSS, R, MATLAB, SQL, TSP, and Microsoft Office.
- Knowledge of most econometric and marketing research analytics:
 - Regression analysis (discrete choice)
 - Data reduction (factor, cluster)
 - Experimental design (factorial design, conjoint, multinomial logit)
 - Data summary (frequencies, cross-tabs, means and corresponding tests for differences)
 - Analysis of Variance (Anova, Manova)

Special Training:

Individual Choice Behavior, Department of Economics, MIT. Course focus: Theory and Application of Discrete Choice Analysis to Consumer Demand and Market Share.

A Workshop on Qualitative Choice Analysis, University of California, Berkeley. Course focus: Examine how product or service attributes such as price, packing, and performance influence customer decisions.

SAS Enterprise Miner Training, SAS Institute. Course focus: Using SAS Enterprise Miner to extract, model, and score databases for the purpose of direct marketing.

Marketing Research for Decision-Making, Maritz Marketing Research, Inc. Course focus: Designing effective surveys, data analysis, and marketing decision-making using survey and panel data.

Product Research, The Burke Institute. Course focus: Design and implement marketing research studies to guide the total product development and evaluation process.

Questionnaire Construction Workshop, The Burke Institute. Course focus: Examine the basics of survey design to insure the correct information is obtained for management decision making.