

David Shankman

Middletown, DE 19709 | 908-247-9437 | dshankman@stratedgeiq.com | linkedin.com/in/davidlshankman1

MARKETING, INSIGHTS, AND STRATEGIC CONSULTING

Global Marketing Business Developer, Brand Strategist, and Market Researcher with expertise in innovation, marketing, consulting, and consumer insights. Successful in achieving sales targets in industries including Consumer Packaged Goods, Consumer Electronics, Food and Beverage, Health and Beauty Care, Healthcare, and Online services. Skilled in building client relationships and experienced in early and medium-stage start-ups.

KEY SKILLS

Market Analysis | Channel Development | Customer Relationship Management (CRM) | Client Relations | Analytical Skills | Product Strategy | Product Development | Interpersonal Skills | Customer Experience | Quantitative Data | Project Management | Leadership | Strategic Consulting | Team Management

PROFESSIONAL EXPERIENCE

StratEdge IQ

01/2024 – Present

Founder and President, Middletown, DE

Founded a Market Research and Strategy company, harnessing the power of AI and other technologies, methodologies, and tools to efficiently provide truly actionable insights.

- Managing team of four, experienced researchers and strategists.
- Led development of a breakthrough Gen-AI enabled research platform

Accenture

01/2015 – 12/2023

Senior Manager, Accenture Song, Florham Park, NJ

Built out Consumer Insights Team and Insight offers for Accenture Song, the largest global digital media agency. Leads the team conducting customer research to support innovation projects utilizing various quantitative/qualitative techniques and using the insights generated to support strategic initiatives.

- Led project team for leading global technology product manufacturers to support an update of e-commerce sites. Redesign will reduce cart abandonment by 20%, driving 15-20% revenue growth.
- Oversaw team to develop a New Product Pipeline for a leading global confections and packaged foods manufacturer in response to a major competitive threat. Generated 30 low-cap-ex ideas and eight new product concepts with a potential value of over \$25MM.
- Guided project team working with a leading Healthcare company to develop an innovation approach and utilize it to create a series of next-generation New Products in animal health. The project has created three high-potential products with an estimated revenue of over \$100MM.
- Spearheaded research on Global category innovation efforts for a multinational spirits company focusing on brand and category expansion. Identified over 25 rapid innovation/low Capex opportunities, utilizing existing manufacturing assets, with potential sales of over \$50MM.

Happen/Winkle Americas (Acquired by Accenture), Cranford, NJ

01/2015 – 04/2020

Managing Director

- Built a profitable, research practice and hired, trained, and managed a team of 10 full-time employees
- Conducted all business development, grew revenue by over 800% in four years and net profit by over 1500%.
- Developed consulting and qualitative/quantitative research offers to support customer-focused innovation strategies and programs.
- Provided a leading mobile technology manufacturer with a unique research toolset to optimize their product portfolio and evaluate the impact of product launches. Resulting changes delivered over \$100MM+ in incremental revenue and profit improvement.
- Helped a global consumer product company improve product positioning and communications using a customized quantitative, research-based approach. Revised communication drove an estimated 20%+ increase in product sales.

Squared Octagon, LLC, Westfield, NJ

3/2014 - 1/2015

President and Founder

Founded independent market research/strategy consultancy leveraging qualitative and quantitative research/analytics to develop customer-focused business strategies.

Future Brand, North America

2007 – 2009 and 4/2013 – 3/2014

Director - Business Development & Consumer Insights, New York, NY

Developed and executed strategic business development and marketing plans.

- Sold over \$4MM during the first year, including clients across various industries.
- Created and oversaw new consumer insight function and standard Future Brand offers.

ADDITIONAL RELEVANT EXPERIENCE

Optimal Strategic, Newtown, PA

Principal, Strategic Consulting and Innovation

Executive Director

Member of Executive Leadership Team. Led various teams across industry verticals and geographies.

Symphony IRI, Skillman, NJ

Vice President, Client Insights – Johnson & Johnson Consumer Healthcare/SCA Personal Care

Member of J&J Account Leadership Team, managing six direct reports.

Cadbury Schweppes, Cadbury Tokyo, Japan

Marketing Group Brand Manager

Managed a Tokyo-based department of 12 full-time employees responsible for Marketing and Consumer Insights. Maintained full P&L responsibility for all Gum and Candy with annual sales exceeding \$300MM.

Kraft Foods, North America, Tarrytown, NY

Brand Manager, CRM / Direct Marketing / Internet Marketing

Developed and executed first-ever CRM program for General Foods International Coffees with measured payback against target exceeding 100%. Developed direct mail and website materials to support the program.

Vindigo, Inc., New York, NY

Vice President - Marketing

Member of executive team responsible for the development of a groundbreaking, location-based services app for mobile devices. Vindigo was the #1 most downloaded app during its' first year.

Johnson & Johnson Consumer Products Company, Skillman, NJ

Assistant Product Director

Mercer Management Consulting, New York, NY

Associate

Price Waterhouse, New York, NY

Senior Consultant

EDUCATION

Master of Business Administration (MBA), Marketing and Strategic Management

The Wharton School, University of Pennsylvania

Bachelor of Arts in Business Administration (BBA), Financial Decisions Systems

State University of New York At Albany