

OBJECTIVE:

Challenging integrated direct marketing management position with an emphasis on analysis, strategic thinking, and the development of new ways to engage the customer.

ACCOMPLISHMENTS:

- West: Lead consultant in the continuing development of the "Westlaw Marketing Engine", building an integrated direct marketing platform inside an online research tool that generates over a billion dollars in revenue each year
- West: Created "Practice Area Opportunity Maps" to identify customer segments within legal specializations
- West: Created "New Product Targeting Models" to quickly segment and then re-segment customers for new product opportunities based on response
- Marketing Architects: Lead development of RESULTS response reporting system and MARTHA response tracking and assignment systems

SKILLS:

- Problem solving through quantitative analysis of many forms of data, including market research, media, demographic, sales, and usage data, using database manipulation and statistical methods
- Team-building and project management for complex tasks involving opinion leaders, customers, and internal constituencies
- Client management in an agency setting to a wide variety of direct marketers
- Management and execution of complex direct marketing programs
- Supervision and professional development of marketing analysts

EXPERIENCE:

Manager of Database Marketing Analytics, [Thomson West](#), 2005-

Lead database marketing analytics team (five staff members, including 2 PhDs)
Lead the development, planning and implementation of online marketing tools as a business analyst as well as a marketer
Supervise the development of complex predictive models for many Thomson businesses

Director of Analysis, [Marketing Architects, Inc.](#) 2003-2005

Lead planning and analysis team (five staff members)
Lead the design, planning, execution and results interpretation for multiple creative, offer, and media tests each month for dozens of direct response advertiser products

Director of Database Marketing and Analysis, [The Lacek Group](#) 2000-2003

Creation, management and use of data warehouse for database marketing acquisition and retention efforts

Strategic review of database marketing capabilities
Aggregation of data from multiple partner sources into single datamart for database marketing acquisition and retention efforts

Manager of Database Marketing, [Select Comfort Corporation](#) 1997-2000

Manage name selection, prospecting, and reporting of results for all retail advertising and direct marketing programs
Manage development and implementation of trade area definitions

Manager of Auxiliary Services, [Concordia Language Villages](#) 1990-1997

Manage villager and staff transportation operations.
Manage capacity controls for summer and academic-year programs.
Manage retail operations.

EDUCATION:

M.B.A., [Minnesota State University](#)

B.S. in Statistics, Honors, [Case Western Reserve University](#)

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