40 West Fourth Street, Suite 915   1.212.998.0002
New York, New York 10012   estacey@stern.nyu.edu

E. Craig Stacey, PhD

PROFILE: Recognized expert in the field of marketing resource allocation with special emphasis on online marketing. Analytic consulting experience in consumer products, entertainment, financial services, quick-service restaurants, telecommunications, and transportation. Previously held academic positions, teaching marketing management and strategy, pricing strategy and tactics, and marketing mix modeling. Have conducted academic research in the areas of market response modeling and commercial applications of marketplace data. Ph.D. in Business Administration (Marketing and Statistics).

PROFESSIONAL EXPERIENCE

New York University, Stern School of Business – New York, New York   **2009 - Present**
Director of Research, Center for Measurable Marketing

Identifies and guides research projects in the areas of marketing effectiveness measurement, digital media, and brand valuation.

The Marketing Productivity Group – New York, New York   **2009 - Present**
Founding Partner

Founder and managing partner of marketing analytics consultancy offering modeling and advisory services related to marketing resource allocation, pricing and assortment optimization, and integration of consumer and sales tracking.

Columbia University – New York, New York   **2009 - 2010**
Adjunct Associate Professor

Developing first-ever course on Marketing Mix Modeling for Columbia Business School.

MarketShare Partners – Los Angeles, California   **2008 - 2009**
Analytics Director

Partner in strategic decision-sciences firm offering the world's leading capabilities around marketing accountability and resource allocation to Fortune 500 companies. Oversee production arm of company, managing ETL and modeling resources.

ACG Solutions – Atlanta, Georgia   **2004 - 2008**
Principal

Founder and managing partner of analytics-based consultancy. Established teaming agreement with leading Indian BPO for offshore execution of projects, ranging from business analysis and reporting through assortment planning, marketing mix analysis, and price optimization.

Emory University – Atlanta, Georgia   **2004 - 2005**
Research Director, Zyman Institute of Brand Science
Associate Professor in the Practice of Marketing

Served as industry liaison for new brand research center, recruiting such members as IRI, Ipsos-ASI, and TNS-Media Intelligence. Developed course on Pricing Strategy and Tactics for MBA program.

The Coca-Cola Company – Atlanta, Georgia   **2002 - 2004**
Director, Marketing Science

Directly responsible for advanced analytics across all divisions of Coca-Cola North America, while providing best practices support to bottlers and international markets. Primary focus is the development of sales response models and decision support systems to address brand planning and trade promotion optimization. Also provide methodological support for projects ranging from new product development to segmentation.

DemandTec, Inc. – San Carlos, California   **2001 - 2002**
Vice President, Marketing Science

Lead the company in development of new analytic software aimed at merchandising and marketing mix optimization for retailers and manufacturers. Other activities include establishment of new product vision, business development and marketing support, including technical sales.

Information Resources, Inc. – Chicago, Illinois   **1998 - 2001**
National Product Manager, Analytic Consulting Group (Senior Vice President)

Responsible for all aspects of product management for company's analytic products. Primary focus is the development of new analytic models and software tools, based on IRI's store and panel data. Other activities include business development and marketing support, along with development of best practices, training programs, pricing tools, and results databases.

Advanis - Rochelle Park, New Jersey   **1996 - 1998**
Principal

Senior executive in a research-based consulting firm specializing in marketing science applications for strategic and tactical marketing management. Responsibilities included business development and management of client relationships including all aspects of individual project design, development, analysis, and presentation.

Northeastern University - Boston, Massachusetts   **1994 - 1996**
Assistant Professor

Taught undergraduate and graduate sections of marketing management and marketing strategy. Performed research related to the measurement of long-term marketing mix effects. Conducted annual surveys (with Timothy Davidson, Prevision Corporation) of Marketplace Data Usage. Initiated 1996 Survey of Marketing Modeling and Analytics.

Drexel University - Philadelphia, Pennsylvania   **1991 - 1994**
Assistant Professor

Taught undergraduate and graduate sections of marketing management, marketing strategy, and marketing models. Performed sales response research estimated with IRI's panel data.

EDUCATION

Doctor of Philosophy in Business Administration, 1992
University of Alabama - Tuscaloosa, Alabama

Master of Arts in Marketing, 1985
University of Alabama - Tuscaloosa, Alabama

Bachelor of Arts in Latin, 1982
Emory University - Atlanta, Georgia