JOHN FRANKLIN
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EDUCATION

MBA with a Concentration in Operations Research   **May 1991**
Carnegie Mellon University | Pittsburgh, PA

MS in Psychology   **May 1984**
Brown University | Providence. RI
>   *Dissertation title:* "The Discrimination of Visual Textures by Pigeons"

BS in Independent Studies (Animal Behavior & Communication)   **May 1981**
University of Massachusetts | Amherst, MA
>   *Massachusetts Honor Scholarship*

ACADEMIC TEACHING & ADVISING

Lecturer   **2021-present**
Peter T. Paul College of Business and Economics, University of New Hampshire
- Business Statistics [ADMN 510] for undergraduates.
- Data Driven Decisions [ADMN 950] for graduate students.
- Quantitative Decision Making [ADMN 580] for undergraduates.

Adjunct Lecturer   **2021**
Marshall M. Sloane School of Business and Communication, Regis College
- Data Analytic Methods [MT 375] for undergraduates.

Adjunct Instructor   **2021**
Peter T. Paul College of Business and Economics, University of New Hampshire
- Business Statistics [ADMN 510] for undergraduates.

Adjunct Professor   **2020-2021**
Dolan School of Business, Fairfield University
- Business Analytics [BUAN 2101] for undergraduates.

Undergraduate Mentor   **1990-1991**
School of Industrial Administration, Carnegie Mellon University
- Tutored in Operations Research.
- Advised on keystone projects.

Teaching Assistant   **1982-1984**
Department of Psychology, Brown University
- Four semesters of undergraduate courses [Introductory Psychology, Statistics (twice), and Animal Learning].
  - Led laboratory and/or discussion sessions.
  - Lectured once or twice per semester.

Lecturer   **1981**
Southwest College, University of Massachusetts
- Developed and taught a one-credit course [Animal Rights] for undergraduates.

Teaching Assistant   **1981**
Department of Psychology, University of Massachusetts
- Led laboratory sessions for an Animal Learning course.

PUBLICATION

Blough, D. S. & Franklin, J. J. (1985). Pigeon discrimination of letters and other forms in texture displays. *Perception & Psychophysics*, **38**, 523-532.

PROFESSIONAL EXPERIENCE

Analytic Consultant   **2011-present**

J Advisor | Westport, CT

Created insight capabilities across many industries.

- Developed a self-serve conjoint analysis tool for CPG marketers.
- Adjusting Fast Moving Consumer Goods (FMCG) forecasts to account for COVID-19 pandemic.
- Designing a survey and conjoint analysis system.
- Calibrated and automated forecasting, driver, and price/promotion models for video gaming.
- Analyzed coffee pod category for a digital marketing agency.
- Developed a framework for shopper insight research for a beverage company.
- Revised financial obligation modeling (long-term care reserves) for an insurance company.
- Consulted in the formation and strategy of a marketing ideation tool business.
- Analyzed beverage packaging trends for plastic bottle producer.

Senior Manager, Global Insights Advanced Analytics   **2016-2018**

PepsiCo | Purchase, NY

Responsible for bringing advanced analytic techniques and methodologies in-house.

- Led the delivery of Demand Space analytics for Snacks engagements in Thailand and Saudi Arabia.
- Supported analytic deliveries for other categories and countries.
- Internal analytics created significant cost savings and better access to continued insights.
- Created cost-efficient marketing mix models for underserved countries and brands.
- Developed Insights2020 framework: standardized data processes and universal reporting.
- Designed a brand clustering methodology based on internet search trends.
- Provided regional advanced analytic support across various insights areas and categories.
- Trained junior staff on CPG practices, syndicated data, and modeling.

Vice President, Product Development   **2013-2014**

CircleLink Health | Stamford, CT

Led product development for a mobile health company specializing in automated patient engagement systems (telemedicine).

- Spearheaded product redesign for new Medicare reimbursements for Chronic Care Management.
- Developed specifications and website wireframes for each client.
- Analyzed patient retention and health improvements.

Manager, Business Analysis Solutions   **2008-2011**

Procter & Gamble (P&G) | Bethel, CT

Responsible for analytic development at P&G and syndicated research at Duracell.

- Awarded "Power of One" Prize by the GM NA for analysis on a new corporate strategy.
- Generated in-depth monthly reviews of the US battery business for Duracell.
- Led monthly cross-functional alignment meetings on performance insights.
- Acted as Duracell President's primary resource on retailer analyses, insights, and recommendations.
- Offshored tools, reporting, and analyses which resulted in FTE cost-savings.

- Led the Duracell transition to the P&G data and reporting standards.
- Developed a tool that optimized trade spending based on shifts in weekly purchase trends.
- Used internet buzz to estimate storm-related battery sales, decreasing out-of-stock by 40%.
- Created analyses for CVS's two-brand strategy, which resulted in Energizer's delisting.
- Uncovered promotional piggybacking of a retailer's brand that impacted contractual terms.

Vice President, Client Service / Integrated Solutions 2005-2007

Information Resources, Inc. (IRI) | Norwalk, CT

Performed custom marketing analyses for brand and sales groups at IRI's largest client.

- Simulated new product introductions with Hendry market structures.
- Coordinated the analysis flow between offshore (India) resources and US-based teams.

Led the development process of a large-scale assortment planning system.

- Improved analytic methodologies and data processes.
- Coordinated analytic efforts to ensure proper delivery.

Director, Product Development 2004-2005

SAP Khimetrics | Scottsdale, AZ

Directed a major product development initiative. Translated retailer demand solutions and services to the Consumer Packaged Goods (CPG) vertical.

- Designed new data marts, data engines, and interfaces.
- Led the transition of tools and consulting services into a suitable format for CPG manufacturers.

Vice President, Analysis & Product Development 1990-2003

MMA/AIM | Wilton, CT

Developed and implemented PROMOMAX, a system for the evaluation, simulation, and optimization of promotional events for fast-moving consumer goods (FMCG).

Shift Supervisor 1986-1989

Clinical Data, Inc. | Boston, MA

Led operations (30 employees) across three shifts for a medical transcription company.