

CAREER SUMMARY

Strategy Manager – Research Manager – Media Maven – Automotive Specialist

- **A highly committed & thoroughly-equipped strategist** with 7+ years guiding high-level business decisions AND go-to-market plans with a positive and collaborative consulting mindset
- **An expert at customer/competitive analysis & primary research**, with proven record of synthesizing vast data, designing research & crafting strategic insights to guide C-level executives & manage execution of major initiatives
- **Deep proficiency in creatively developing, producing and personally crafting a broad range of video media** that stay on-brand and on-target and achieve communication goals to drive sales and customer engagement
- **Integrated strategy, marketing and media capabilities form a powerful skill set** that adds value in numerous core business disciplines, from advanced planning and strategic research, all the way down the chain to product marketing, creative development, media production and even ad tracking

AREAS OF EXPERTISE

- Strategic Planning
- Product Development
- Scenario Planning
- Project Management
- Competitive Intelligence
- Market Research
- Marketing / Customer Strategy
- Forecasting
- Advanced Excel modeling
- Futurism / Trend Tracking
- Regression analysis
- Benefits valuation / monetization
- Regulatory / Environmental Policy
- Creative Content Development
- Video Production
- Screenwriting
- Directing Actors / Interviewing
- Cinematography
- Lighting Design
- Greenscreen / Virtual Production
- Post Producing
- Video Editing
- Coloring
- Sound Mixing

PROFESSIONAL EXPERIENCE

Berkeley Street Media, Los Angeles, CA

2012 – Present

Full-Service Video Production, Creative Development, Strategy/Research Consulting

Media Producer / Consultant

Produce, direct and edit commercial, documentary & corporate media. Craft strategic market research video w/ advanced expertise in automotive & alternative fuels

- **Directed commercial video for industry-leading brands** including Google, ZTE, Niantic Labs & Microsoft
- **Director of Photography on 3-30 person crews for commercial and corporate clients** (e.g., Toyota, Trip Advisor, Pokémon GO, Cadillac, Pro Flowers, Ingress, DeLonghi & creative agencies)
- **Virtual production & greenscreen cinematography specialist** with ~100 days designing/lighting to all types of environments, including motion tracking & compositing with 3d virtual worlds & Unreal Engine
- **Designed & produced regulatory/field electric vehicle research for Kia** to support launch of their first EV, Kia Soul
- **Produced market research video for Google, Kia, Cadillac** – filmed marketing clinics, ethnographic research, IDIs, and crafted ‘strategic visual stories’ to inform product development, marketing strategy and creative comms
- **Recruited to consult as SME on automotive, regulatory and alternative fuels projects** for consulting/VC firms

Ingress: The Animation, a Netflix Original Animation, Client: Niantic Labs

2018

Post-Producer / Creative Director

- **Produced & directed all sound/music departments for the Netflix original series** based on the world’s first augmented reality game by Niantic Labs
- **Crafted musical and sonic vision & directed complete soundtrack**, including original score, effects, Foley, music placement, co-direction of actors, English dubbing

- Built 18-person team & produced complete sound package for 28-language Netflix original episodic show, including global MnE, final mix and Netflix spec delivery

Toyota North America, Torrance, CA

2005 – 12

Sr. Strategic Research Consultant, *Alternative Fuels & Advanced Technology*

2009 – 12

Produced research for all EV, PHEV, hybrid & alt powertrain vehicles: concept testing, marketing clinics, qual/ethnographic studies, brand, ad tracking. Cross-functional sustainability & reg. affairs specialist

- **Designed and managed >18 strategic research studies on alternative fuels**, advanced technology adoption & lineup planning representing ~200 corresponding focus groups
- **Produced strategic research, marketing clinics, diversity research, segmentation and tracking studies** to inform development and launch of 2016 Prius, Prius v, Prius c, Prius brand, Scion iQ EV, RAV4 EV & Fuel Cell, Scion FR-S
- **Created Prius brand & lineup strategy, presented to Chief Engineer in Nagoya, Japan for approval**; informed addition of Prius c and Prius v to “Prius” brand
- **Designed autonomous driving consumer research** (2011, among earliest in N. America) for Toyota/Google joint study
- Designed and managed Toyota’s plug-in hybrid research program, a complex longitudinal drive study of plug-in and charging behavior to inform strategy and positioning of Prius PHV and plug-in vehicles

Retail Strategist, *Retail Market Development*

2008 – 09

- **Produced retail market studies to optimize Toyota’s market representation**, maximize PMA sales, and identify new open point opportunities and channel improvements for Toyota dealer network
- Performed competitive market & financial retail analyses; developed future retailing scenarios; identified dealer network opportunities resulting from Chrysler’s restructuring

Strategic Planner, *Advanced Product Strategy*

2006 – 08

Long range strategist and ‘futurist’ for Toyota, Lexus & Scion specialized in electric powertrains & advanced technology. Identified customer/product opportunities, crafted product concepts, lineup and brand recommendations for C-level executives and Japan global management

- **Developed several successful high-profile new vehicle concepts** in collaboration w/ executives & chief engineers; illustrated market/competitive scenarios, created target customer, product spec, volume, pricing, positioning: FR-S, iQ EV, ABAT, Prius c, Prius v, PHV
- **Co-developed annual highest level long-range strategic plan for North America** (brand, product, lineup, sales) for all brands (Toyota/Lexus/Scion), 3 consecutive years, shaping U.S. and global organizations
- **Synthesized trends, technologies, consumer behavior and social/lifestyle patterns** to illustrate potential “states of the world” from which long-term brand and company-wide product plans were created

Product Marketing Intern / Consultant, *Advanced Technology Vehicles*

2005 – 06

Developed & managed product and direct marketing initiatives. Aggressively recruited from MBA intern program to remain in consulting role.

- **Created 2006 Prius marketing strategy**; performed broad range of product marketing & sales reporting functions
- **Shaped direct marketing strategy for Toyota hybrid owners/enthusiasts**; produced eNewsletter for 150k early adopter subscribers
- Produced Toyota exhibition space for boutique environmental auto show

Abt Associates, Inc. (*government consultancy*), Cambridge, MA

2001 – 04

Economic Analyst, *Environment Practice*

2002 – 04

Collaborated w/ government agencies and subcontractors to lead cost-benefit analyses & develop EPA regulations.

Assessed economic impacts of 4 major national EPA rules, representing \$9 million in company revenue and resulting in the legal adoption of each regulation

- **Performed economic analyses of major national regulations** (Clean Water Act) of 20,000 power-generating facilities; co-wrote 800-page regulatory impact assessment. Team earned EPA award for highest quality & service
- **Developed advanced econometric models to quantify benefits of 2 major regulations** (Clean Air Act) increasing benefits by > \$450 million

Associate Analyst, *Environment Practice*

2001 – 02

- Co-wrote & finalized multiple 500+ page rulemaking reports; academic advancements in benefits monetization published in economics journals

American Farmland Trust (*agricultural non-profit*), Northampton, MA

2001

Research Manager

- **Managed contingent valuation research study for nation's largest agricultural nonprofit**, saving \$70,000 through project design. Project used as pilot to develop new land valuation consulting services.
- Designed research methodology and estimated comprehensive agricultural land values to inform policy & land use

EDUCATION

Master of Business Administration, Marketing & Strategy

2004 – 06

University of Southern California, Marshall School of Business, Los Angeles, CA

- President: Marshall Strategy Group; Graduate Marketing Association
- GPA: 3.9; Dean's Scholarship for Academics & Leadership
- Studied International Business, Copenhagen Business School, Denmark

Film Directing Certificate, Entertainment Studies, Extension School

2011 – 14

University of California, Extension, Los Angeles, CA

Bachelor of Science, Environmental Economics

1997 – 01

University of Massachusetts, Amherst

- President, Community Council; Dean's list all semesters
- Research assistant positions in survey design methodology, contingent valuation & benefits monetization
- Studied Global Economics, University of Queensland, Australia

LIFESTYLE +

- Interests: Film, trail running, Muay Thai, poetry, singing, canyoneering, Bikram Yoga, baseball
- Travel: Traveled to 60+ countries; studied at 5 universities in 3 countries
- Publications: 3 publications in leading resource economics journals and conference proceedings