

MANAGEMENT CONSULTANT

Leveraging an outstanding background and unique ability to partner with senior leadership in analyzing complex data, devising innovative strategies, and problem solving to strategically position organizations for continued success.

Seasoned consultant with outstanding scholarly accomplishment and 4 years of undergraduate-level teaching, management of a boutique research firm, and marketing management.

Business partner and strategist who excels in all aspects of marketing, research, and analytics; develop groundbreaking strategies that drive measurable change and transform organizations.

- Data Analysis/Data Intelligence
- Strategic Planning/Alternatives
- Business Strategy/Consulting
- Trend Outcomes Predictions
- Actionable Plans/Strategies
- Strategic/Tactical Decision Support
- Communications/Collaboration Management Problem-Solving

Dynamic thought leader and subject matter expert capable of forging strong relationships with key leadership, specialists, experts, and stakeholders across organizations.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF WALESTON, Sydney, Australia

2012 – Present

Associate Lecturer, 2012 – Present/Lab Manager, 2012

Develop and deliver lectures focusing on the theories and concepts of brand management to third-year undergraduate students.

- Drove initiatives to attract industry leaders as guest lecturers, including CEO of LVR Australia and Brand Manager of LGO. Implemented teaching innovation by serving as the first to teach a flipped classroom at UNW.
- Credited with challenging students to examine real management problems and propose solutions that are well-reasoned, practical and beneficial to clients.

SELECTED ACHIEVEMENTS:

- Engaged students in a market research course that focused on HMasters and better integrated its online channel with its traditional brick-and-mortar stores.
- Featured in the faculty’s Research Program Guide.
- Managed a lab used by researchers to conduct consumer experiments. Liaised with researchers, organized meetings, and recruited subjects for experiments.

JANESON PIERCE RESEARCH, Sydney, Australia

2010 – PRESENT

Managing Partner

Liaise with clients in the areas of data collection/management, developing and applying models, and communicating via comprehensive reports and presentations. Developed this market research company to support clients by responding to and adopting advanced academic models in practice. Focus on developing and implementing advanced models that are clearly articulated to key stakeholders and provide measurable returns.

ETTI SIMON

Continued...

- Guided JPR Lab in the design of consumer experiments and provided strategies to improve the online interface.
- Designed a model for problem gambling behavior within the community in support of local Department of Health and Aging.

SELECTED ACHIEVEMENTS:

- Measured the impact of current strategies, identified new consumer segments, and devised a range of marketing strategies to attain the organization's objectives.
- Retained to develop a management tool to better predict mortgage settlement outcomes for YBrick Road.

CANBY COLLEGE, Sydney, Australia 2011

College Tutor

Led Professional Communication Practice and Tourism courses.

AUSTRALIAN MARKETING UNIVERSITY, Sydney, Australia 2010 – 2011

University Tutor

Taught undergraduate students enrolled in Introduction to Marketing and Integrated Marketing Communications.

PRESTON NIRSTA, Dhaka, Bangladesh 2009

Marketing Manager

Established objectives and led a team of sales staff and marketing associates in selling large business spaces in an exclusive area in Dhaka, Bangladesh. Developed and implemented marketing strategies for the sale of spaces. Engaged and interacted with key clients to expedite the selling process.

COMMISSIONER FOR ENVIRONMENT SUSTAINABILITY Sydney, Australia 2009

Editor

Successfully enhanced the readability of environment reports for general readers by improving the fluidity of the content.

EDUCATION

UNIVERSITY OF WALESTON, Sydney, Australia 2012 – 2015

Ph.D. in Marketing

Conduct research focused on a critical managerial problem to identify the optimal waiting period before a product is released in a new distribution channel or market. Examine the \$32 billion global film industry and discern the optimal time to wait before releasing a movie on DVD and in different international markets. Selected to speak to Ph.D. students and research candidates on research tips and offer advice on how to maintain a balanced life.

SELECTED ACHIEVEMENTS:

- Recognized as the only study chosen for a conference. Invited to speak at the Theory and Practice in Global and International Marketing in 2013 to discuss the study's considerable impact on management practice.
- Developed a breakthrough tool for studio managers that significantly impacted film performance and was showcased on the Global Marketing Show, ABRadio National in 2012.

Continued...

AUSTRALIAN MARKETING UNIVERSITY, Sydney, Australia

2010 – 2012

MPhil in Marketing, 2010 – 2012

Examined the film industry to determine the impact of paid product placements on film performance. Relevant courses included Regression Modelling, Generalized Linear Modelling, and Advanced Marketing Research Methods.

Master of Business, Marketing and Management, 2010

Studied marketing strategy, consumer behaviour, project management, and international marketing.

INSTITUTE OF BUSINESS INNOVATION, Dhaka, Bangladesh

2005 – 2009

Bachelor of Business, Finance and Marketing, 2005 – 2009

Engaged in range of management courses while majoring in financial institutions and modelling and minoring in marketing strategy. Interned with an international inter-governmental organization International Organization for Migration (IOM); worked with a dynamic team to rehabilitate victims of trafficking through business initiatives.

SCHOLARSHIPS AND AWARD

Dean's Award for Service, Australian Marketing University, 2012

First Prize, 2012: UNW Three-Minute Thesis Competition.

UNW Tuition Fee and Stipend Scholarship, 2012

The Science Program, ABRadio Research Nov 2012

ACADEMIC PAPERS

Simon, E. Theory, Practice, and Function in Marketing Northern University, 2014. "Optimizing the overall timing of movie releases across channels and international markets." Chicago, 2014.

Simon, E. (2014 Forthcoming). Channel optimization for all future timing decisions: Application review within the international and global motion picture industry."

Simon, E. (2014 Forthcoming). Optimizing all new global market timing decisions: Application review within the international and global motion picture industry."

Simon, E. "Theory, Practice, and Function for Consideration in International and Global Marketing, Business School of Cambry, 2013. "Optimizing future movie release timing: Application review within the international motion picture industry." ANC, US, 2013.

Simon, E. "Key timing decisions for product line performance optimization: Application Review for International and Global Motion Pictures." INS Conference, Istanbul, 2013.

Simon, E. "Do film executives and producers truly care? The effects and overall impact of product placement as related to film performance." INS Conference, New York, 2012.

Simon, E. "Movie release timing considerations across channels and global and international markets." INS Conference, Boston, 2012.