

MICHELE MADANSKY, Ph.D.

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SUMMARY:

Advertising and market research executive with twenty years of experience across qualitative, quantitative, syndicated research and data analytics. Industry pioneer and thought leader in the area of online advertising effectiveness and consumer insights related to media and technology usage.

EXPERIENCE:

Michele Madansky Consulting Principal

Menlo Park, CA 2007-present

- Media and market research consulting for clients focusing on advertising sales, ad effectiveness research, brand positioning, marketing and innovation.
- Clients have included: Brave, Disney+, Pinterest, Postmates, Chegg, Criteo, Twitter, BabyCenter, Refinery29, Adara, Adobe, Hearst Digital, Time Inc, YouTube, ESPN, Martha Stewart, Microsoft, New York Times, Huffington Post, Yahoo!, GSN, Electronic Arts, MMA, Technorati and SAY Media.

iHeartMedia

New York, NY 2017-2018

Executive Vice President, Insights, Research and Data Analytics

- Provided audience insights and consumer analytics for all of iHeart properties across broadcast radio, digital, mobile, social, live events and broadcast syndication
- Managed a team of 40 researchers to support 858 radio stations in 150 markets.
- Planned and managed \$100MM+ research budget to support measurement, insights and innovation across audio measurement
- Represented iHeart at key industry conferences like the Advertising Research Foundation and the National Association of Broadcasters

Lecturer, Haas Graduate School of Business

Berkeley, CA September 2009-2010

Yahoo! 2007

Sunnyvale, CA August 2003 – July

VP, Customer Insights

- Built world class Global Market Research team from 9 to 40 researchers supporting product, marketing, sales and corporate initiatives.
- Managed \$15MM primary and syndicated research budget.
- Built internal survey bureau to manage high volume of on-network surveys and 200+ internal users
- Positioned Yahoo! as thought leader through ground breaking research initiatives including: *Disconnected*, *The Long and Winding Road to the Cash Register*, *Brand Advocates*, *Truly Madly Deeply Engaged: Global Youth, Media and Technology* - summitseries.yahoo.com
- Pioneered new methods for measuring both search and display online ad effectiveness across CPG, Retail, Pharmaceuticals, and Entertainment.
- Represented Yahoo! at major sales events, as a media spokesperson and through numerous external speaking engagements.

Grey Global Group

New York, NY March 2000 - September

2003

Managing Partner, Grey Insight Partners

September 2002 – August

2003

- Founded standalone company within Grey Global Group to provide analytic marketing solutions. Company charter was to ensure marketing dollars were invested in most cost effective sales and revenue producing activities based on actual impact on sales and profitability. Clients included: AutobyTel, USPS, Brown & Williamson, Pharmacia, Slim-Fast, Warner Bros. and Oracle.

SVP Marketing Intelligence, Beyond Interactive

April 2001 – August 2002

- Built and managed 30 person analytics department within Beyond Interactive which serviced all of Grey Global Group
- Department was responsible for maximizing ROI for all clients' marketing efforts:

Executive Director, MediaCom Digital

March 2000 – March

2001

- Provided senior level management for both media.com and Beyond Interactive prior to the merger of these companies
- Was instrumental in winning several key new business pitches for both companies including:

Madansky New Media, Principal

Brooklyn, NY January 1998 – March

2000

- Provided strategic interactive marketing consultation to clients including DoubleClick, Microsoft, Beyond Interactive, Grey Interactive and Media.com. Helped DoubleClick launch DFA (first ad serving product for ad agencies). Orchestrated Beyond Interactive's acquisition by Grey Global Group.

BBDO

New York, NY 1992-

1997

Vice President, Interactive Business Development

March 1997 - August 1997

New Media Manager

February 1995- March

1997

- Advised worldwide clients on all aspects of new media. Developed and implemented recommendations and proposals for specific new media opportunities including standalone web sites and interactive media planning. Clients included FedEx, M&M/Mars and Visa.

Senior Marketing Analyst

November 1993- February

1995

Marketing Analyst

April 1992 - November

1993

- Designed and conducted analysis of quantitative marketing studies to help clients understand competitive marketplace, including brand imagery and brand equity. Used complex analytical tools including perceptual mapping, choice modeling , factor analysis and hierarchical clustering to simplify findings and provide strategic guidance.
- Built customized marketing mix models using historical data to diagnose the sales response and profitability of a brand and set ROI-based guidelines for future spending.
- Conducted new product forecasting in many stages of new product development, from feasibility to national roll out.

EDUCATION:

THE UNIVERSITY OF CHICAGO, Graduate School of Business
IL

Chicago,

Ph.D., Marketing and Statistics
Dissertation "Traditional Advertising in an Interactive Environment"

June 1999

M.B.A. Marketing and Statistics
1990

March

BROWN UNIVERSITY
B.Sc. Applied Math-Economics

Providence, RI
May

1987

LONDON SCHOOL OF ECONOMICS

London,

England

Exchange Student studying Politics and Economics
1986

January - May

SELECTED SPEAKING ENGAGEMENTS:

- Industry: SXSW Interactive Keynote, Advertising Research Foundation, @d:tech, IQPC, AdWeek Conferences, International Advertising Association, Direct Marketing Association, Internet Advertising Bureau, The Market Research Event, The Youth Mega-Event, Youth Marketing Summit, The Conference on Marketing, ESOMAR, I-COM, National Association of Broadcasters
- Academia: Stanford Graduate School of Business Fuqua School, Queens College, University of Chicago Graduate School of Business, Wharton School, Johnson School of Management