

## Robert Madonna

Morris Plains, NJ 07950 862-242-8735 [rnmadonna@optonline.net](mailto:rnmadonna@optonline.net)  
<https://www.linkedin.com/in/robmadonna>

### VICE PRESIDENT / DIRECTOR CONSUMER INSIGHTS AND RESEARCH

**B2B / B2C / Advertising / Branding / Best Practices / Analysis / Tracking / New Product Launches / Budgets / SWOT  
Client Satisfaction / Marketing Support / Contracts / Negotiations / Surveys / Messaging Strategies / Presentations  
Opinion Polling / Market Expansion / C-Level Decision Support / Suppliers / Vendors / Testing / Relations / Models**

Recognized as a high performance and strategic global insight forward-thinking leader who provides the direction, consultation and leadership of cross-functional business units to launch products and ensure global adoption. Successfully evolves products and secures dynamic continuity in creation, preparation and implementation of all branding materials worldwide, and evaluates the effectiveness of these branding efforts.

Marketing research expert who provides insights to business units on value propositions, positioning, pricing and overall global media landscape. Drives knowledge base of market trends, technologies, competition, customer base and best distribution channels. Develops critical insights into key audiences to provide input to future products.

Executive strengths include:

- **Building research capabilities**
- **Marketplace Trend Forecasting**
- **Project and Agency Management**
- **Consumer and Shopper Insights**
- **Innovation Pipeline & Development**
- **Integrated Business Communications**
- **Strategic Brand Building and Strategy Planning**

MBA, Marketing, Regis University. **Bachelor's Degree**, Broadcast Communications, SUNY College at Brockport.

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### CAREER HISTORY & SELECTED ACCOMPLISHMENTS

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#### Enterprise Market Research Director

Plymouth Rock Assurance Corporation, 2004 to 2018

Controlled all market research. Responsible for primary and secondary research requests from enterprise clients. Expanded and improved business insight generation. Managed analysis and strategic recommendations associated with multi-market advertising and brand tracking studies. Centralized reporting of key findings and established systemic methods for keeping senior management and department heads informed on all research activities.

- **Established an enterprise-wide tracking program that eliminated conflict.** Multiple states had different survey and analysis approach, causing internal strife. Met with all levels of management and secured knowledge of customer experience. Set new centralized program and gained questionnaire consensus. Achieved peace by using paper surveys for older customers and an online version for younger customers.
- **Increased project work by 55% while cutting expenses by 37%.** Management wanted robust market research activity but did not want to pay for it. Submitted proposal and gained approval to establish an in-house consulting agency. Delivered actionable results while reducing the cost of a single brand awareness study from \$18K to \$3.6K.
- **Initiated an enterprise-wide Voice of the Customer Program.** Industry appetite for data in all industries is enormous. I proposed and built an online platform to collect customer data. Callers received a simple survey that captured their vital information. Received meaningful response rate. Cost of a similar market research program was \$120K annually. Over the years, completed nearly two-million customer interviews.

- **Boosted quote results by 4% year-over-year.** CMO was frustrated with a lack of insight into the actions taken by independent agent partners. Introduced a research methodology known as Customer Perceived Value (CPV), which captured the insight marketing needed to improve agent relationships. Company has relied on this annual agent study as the foundation of its annual marketing strategy.
- **Supported marketing team in opening new market successfully.** Company was approved to market products in NY. New marketing team had no understanding or insight into the market or consumer behavior. Introduced alternative methods to capture consumer information. Designed consumer perception study online capturing insights from 1,000 NY consumers. Saved \$196K in costs to gain the information.

### **Market Research Manager**

AVAYA, Inc., 2004

Responsible for new product development initiatives by managing research and controlling forecasting programs that expanded customer and product insights within the product lifecycle. Managed research team of three that performed front-to-back, qualitative, and quantitative studies. Facilitated comprehensive analysis and product assessments. Expanded and improved capabilities of product offerings using qualitative and quantitative data.

- **Improved product inception to market launch by 9%.** Contracted to revive and inspire a stagnant customer user group and to improve new product development process. Used a pre-screening survey and conducted 16 focus groups. Identified critical issues that limited new product development. Overcame the roadblocks and gained customer participation. Set a recognition program. Delivered critical pipeline improvements.
- **Developed global brand messaging.** Assumed responsibility for a half completed third-party market research agency project. Managed agency to global market standards. Delivered project on time and on budget. Captured message recall aligned with Avaya's sponsorship of the World Cup to capture a 4% higher brand recall globally. The message was not as strong in North America but brand recall was still significant.

### **Senior Consultant**

Pinnacle Research Group, 2003 to 2004

Provided counsel to agency principals on growing the organization's footprint in the consumer electronics vertical. Oversaw primary market research study that analyzed the consumer's appetite for a new US market line of home theater and entertainment products. Examined critical variables including pricing, branding, competitive intelligence, and consumer buying behaviors for a multi-billion-dollar multinational client corporation desiring to sell in the US.

- **Used expertise to complete three unexpected projects.** Contracted to manage the research needs of a multinational consumer electronics brand for a boutique market research agency. Selected to be SME to build trust with a client. Conducted a series of needs-based ideation sessions, established rapport and demonstrated the need for alternatives research methodologies. Success led to additional projects.
- **Improved quality of independent agency partner's performance, gaining year-on-year 3% increase in new clients.** Agency engaged many contracted professionals to meet their clients' research needs. Tasked to rebuild structure into high performance model. Architected a five factor high-performance client management model. Included the ability to have fun, be human, and be humble and to realize individual strengths and limitations.

### **Marketing Intelligence Manager**

Zenith Electronics Corporation (LG), 2001 to 2003

Managed the long-term corporate growth objectives through the management of the team responsible for consumer behavior analysis and marketing research. Supported product launches and brand identity programs. Responsible for all phases of product development, product launches, trend scouting, ideation, concept development, marketing and strategic research insight briefs, consumer validation, and post-launch improvement recommendations.

- **Established a new sales model for home entertainment products.** Senior management believed that "only men" purchased home entertainment products, limiting sales. Determined the real audience through battery of research projects in six markets. Used focus groups, in-depth interviews, and online surveys. Found keys to sell to males, females, couples and children. Research convinced Best Buy to sell LG products.
- **Reduced market research budget by more than one-third, saving hundreds of thousands of dollars.** LG wanted to understand what consumers expected from next-generation products. Brought market research in-house and built a team from scratch that was set up to guide new product development, product pricing and branding. Results included price elasticity studies for Asian, European and 13 US markets.