

Contact

www.linkedin.com/in/swiderman
(LinkedIn)

Top Skills

Market Research
Consumer Insight
Business Strategy

Languages

English (Native or Bilingual)
Hebrew (Native or Bilingual)

Honors-Awards

Above & Beyond the Call of Duty
(ABCD)
Above & Beyond the Call of Duty
(ABCD)
Young Global Researcher Award

Shahar Widerman (Gurvitz)

Market Research | Insights | Strategy

Summary

A business strategy professional delivering actionable insights and recommendations driven by market research, consumer insights and data analytics to improve business performance and uncover growth opportunities.

Experience

Signals Analytics

Consultant

September 2019 - Present (10 months)

Netanya Area, Israel

Analyze millions of data points (Big Data) to identify growth opportunities and support Fortune500 clients' marketing and innovation decisions.

- Formulate research approaches and execute analysis to answer clients' key business questions
- Convert data-driven analysis into insights that answer key business questions
- Translate complex analysis into clear reports and engaging presentations
- Provide insights and recommendations that influence clients' strategic decisions
- Act as an industry expert on various categories to uncover early signals of trends
- Offer internal feedback to contribute to the improvement of the platform

Philip Morris International

4 years 7 months

Market Research Supervisor

October 2018 - September 2019 (1 year)

Tel Aviv Area, Israel

Led the market research department, including budget and vendors, to provide actionable insights to C-level executives and managers, driving business decisions and resulting in maintaining the company's market leadership.

- Acted as a strategic partner/consultant to key business constituents and cross-functional teams, providing consumer insight-driven recommendations for business decisions
- Managed the design, execution, analysis, and communication of insight and analytics projects to relevant stakeholders
- Supported cross-functional teams in strategic planning and initiative building according to insights and recommendations
- Consolidated consumer research data, business data and competitive intelligence to understand consumer attitudes and behaviors providing a holistic market understanding
- Managed relationships with research agencies and leveraging external insights resources, capabilities, and expertise to best serve business needs

Consumer Insights Executive

March 2016 - October 2018 (2 years 8 months)

Tel Aviv Area, Israel

Conducted qualitative and quantitative research resulting in strategic and marketing initiatives that contributed to the company's increase in market leadership.

- Designed and conducted market research, such as panels, retention studies, surveys, in-depth interviews, focus groups and others.
- Collected, analyzed, and identified competition initiatives and strategies that impacted field initiatives
- Effectively communicated complicated researches and analysis to a non-analytic audience through "storytelling" presentations with emphasis on insights and actionable recommendations
- Collaborated with various internal and external teams to identify and prioritize recommendations based on objectives and insights discovered
- Executed a retention research that identified key consumer pain points
- Translated pain points to recommendations that impacted the retention program and resulted in higher consumer satisfaction scores
- Ran various consumer segmentation analysis supporting consumer-targeted product launches and initiatives

Above & Beyond the Call of Duty Award (Professional Recognition)

2017: Recognized for contribution to a successful commercialization and marketing deployment of innovative product

2016: Recognized for building competitive intelligence reporting platform that resulted in streamlined reporting for quick, strategic responses

Consumer Insights Executive (STA)

September 2015 - February 2016 (6 months)

Istanbul, Turkey

Conducted and supported market research projects for regional markets and provided actionable marketing recommendations and insights to markets.

Global Young Researcher Award (Professional Recognition)

2016: Recognized for impactful project contribution to IL marketing and sales teams during assignment in Istanbul Cluster.

Market Research Intern

March 2015 - September 2015 (7 months)

Tel Aviv Area, Israel

Developed and implemented a strategic and tactical tool using a large sale and consumer data set used by marketing and sales teams to target consumer segments with relevant offer and message identified at point-of-sale.

Travis County Medical Society

Communications Coordinator

January 2012 - August 2014 (2 years 8 months)

Austin, Texas Area

Responsible for content strategy, development and execution on digital and traditional communication platforms.

- Increased membership value by launching and maintaining Facebook, Twitter and YouTube accounts with relevant original content reaching hundreds of members per week
- Wrote, copy-edited and created marketing content including blog posts, videos, publication articles, e-newsletters increasing membership engagement and ~95% renewal rate
- Transformed the Society website to a mobile-first, fluid design increasing traffic by 30% and doubling page

Education

Tel Aviv University

Master of Business Administration (M.B.A.), Strategy and Marketing
· (2014 - 2015)

Texas State University-San Marcos

Bachelor of Art, Mass Communication- Public Relations; Sociology
· (2007 - 2010)