

Sam Wainer

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Education

- M.B.A. University of California at Davis, Davis, CA** *Sept 2008-June 2010*
- First year concentrations: Entrepreneurship and Marketing
 - MBA Scholarship Award
- B.A. Brandeis University, Waltham, MA** *Aug 1997-May 2001*
- Concentrations: Sociology and Economics
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Work History

Ipsos-Vantis, New York, NY *Feb 2003-May 2008*
New product and service sales estimation and strategic consulting

Associate Account Manager (Feb 2007 – May 2008)

- Designed, sold and implemented a market research-based forecast model to vet new product/service concepts and optimize concept price, design and marketing approach
- Focused on new-to-the-world household products, financial services and consumer and B2B shipping services, clients include Fortune 100 firms and Start-Ups
- Managed multiple client accounts, generating gross revenue over \$720k
- Developed a system to automate standard analysis and report deliverables, reducing cycle time and entering a previously unprofitable market segment

Project Manager/Analyst (Feb 2003 – Jan 2007)

- Managed the analytic requirements of engagements including questionnaire design, custom data analysis, report writing and presentations
- Coordinated data sources, statisticians and graphic designers to achieve study objectives
- Led cross-functional initiative to standardize questionnaire creation process, greatly increasing junior analysts' productivity

Research Associate, Management Ventures (MVI), Cambridge, MA *Nov 2001-Nov 2002*
Retail sales and stores growth forecasting for leading CPG manufacturers

- Built and maintained sales and stores growth forecast models for 60 retailers with a focus on Home Depot, Lowes, Costco, BJ's and SAM'S Club
- Led independent research on the growth potential of the Mexican retail market
- Supported online, published and on-site syndicated training products by tracking key retailers' financial, marketing, merchandising and store format strategies

Marketing Intern, Horizons Incorporated, Cleveland, OH *June 2001-Oct 2001*
Manufacturer of durable identification systems for fixed asset management

- Compiled database of CO₂ laser converters to help launch a new laser substrate imaged with a CO₂ laser.
 - Manufactured finished product samples for prospective customers
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Leadership Activities and Interests

- Participant: 2008 Innovation Business Plan Challenge, The Darden Graduate School of Business
- Property Manager of three 6 – 8 person lofts in New York City
- Captain of college sailing team
- Avid traveler (most recently spent 28 days in Vietnam), skier, sailor and roller hockey "enthusiast"