

# SPENCER S. SIEGEL

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## Experience

2019-2020 **SDA EVENTS**

**NEW YORK, NY & NORTHEAST REGION**

### **Managing Director**

Managed all aspects of a small business that produced high-end events for Fortune 500 clients, national non-profits, government agencies, and private individuals. Was responsible for defining the entire business model, creating business strategies, and overseeing finance, HR, talent acquisition, operations, and event production to deliver the business goals.

- Led and trained a staff of five full-time employees and 75+ freelance event staff to produce more than 300 annual events with a “white glove” service model resulting in client satisfaction scores above 99%.
- Implemented a new business strategy where the company cut out 50% of its lowest-revenue events to free up capacity to book more high-value events resulting in a 5x increase in total revenue within 10 months.
- Redesigned 100% of internal processes including digitizing contracts, building an app to schedule and confirm event staff, streamlining accounting, outsourcing HR, and creating online client planning forms. Improvements resulted in 40hrs of additional time per week that was spent on sales and client retention.
- Served as the lead executive for the largest accounts held by the company. Ensured that all client needs were attended to and maintained relationships with key stakeholders to ensure repeat business and grow each account year-over-year.

2013-2019 **PROCTER & GAMBLE**

**CINCINNATI, OH / MINNEAPOLIS, MN**

### **Manager of Trade Promotion Analytics, Target Customer Team** (*Minneapolis; 2016-2019*)

Served as an “investment advisor” to 11 categories by delivering insights to improve the ROI of \$425M in annual trade spend. Simultaneously led the launch of best-in-class promotion management software (CAS).

- Improved financial forecast accuracy from 85% to 96% by integrating baselines, promotional lifts, demand creation plans, distribution, pricing, qualitative data, and competitive activity enabling a focus on upsides rather than forecast reconciliation.
- Performed predictive modeling of promotional activity at Target that allowed sales executives to create merchandising scenarios to enable real-time optimization of profit, revenue, and volume.
- Conducted promotion analysis on 4 categories (representing \$1.8 billion in revenue) to generate insights on merchandising strategy/tactics. Resulted in \$27M in combined incremental revenue and cost savings.

### **Associate Manager of Retail Analytics, Target Customer Team** (*Minneapolis; 2015-2016*)

- Innovated with omni-channel analytics to create methodology for comparing where sales originate versus where they were fulfilled, enabling the logistics team to reduce supply chain costs for online sales by 5%.
- Spearheaded project to create self-serve reporting capability to track progress against a Joint Business Plan between P&G and Target that identified 200 bps of margin worth \$2.2M to the business.

### **Global Project Manager, Business & Consumer Solutions** (*Cincinnati; 2013-2015*)

Overall accountable lead for projects in the business intelligence domain by integrating the technical, business, and commercial deliverables of the projects across external vendors, multiple business divisions, and 50+ countries.

- Managed a \$2M budget and led the Store Execution Reporting project to provide 400+ sales teams in 50+ countries with real-time, store level insights to drive shelf execution and deliver a competitive advantage.
- Pioneered the use of data virtualization by leading a team of 23 employees and vendors on a financial insights project to generate on-the-fly visuals of financial forecasting data for 60+ regional business units.

2011-2012 **TEACH FOR AMERICA**

**CHICAGO, IL**

**Director of Communication and Technology, Chicago Institute**

Selected by the Director of Operations as one of only sixty educators (out of 10,000 nationwide) to fill a dual teaching / management role, coordinating communication and IT services for Summer Training Institutes.

- Led a staff of 5 interns to execute day-to-day operations related to communication and technology for 800+ teachers, ensuring educators could effectively deliver instruction across 26 school sites.
- Designed and implemented new strategy to address a fragmented communication policy causing frustration amongst teachers. Created consistent messaging across all media and increased satisfaction scores from 68% to 86%.
- Managed relationship with partner university, directly liaising with the Director of Technology Services to coordinate training and support for TFA teachers / staff.

2010-2012 **DUVAL COUNTY PUBLIC SCHOOLS**

**JACKSONVILLE, FL**

**Secondary Science Teacher, Jean Ribault Senior High School**

Part of a four-teacher team sent to facilitate a turnaround in a low-income school that the state took over due to failing grades. Taught HS science to grade 9-12 students, moving the school from an overall score of “F” to “A” in two years.

- Produced a new skills-based science curriculum that replaced traditional grading with growth goals that resulted in higher student engagement and a 270% increase in the number of students passing the state’s science exam (82% of students passed exam vs a state average of 40%).
- Developed Excel model to analyze student achievement data to identify insights that drove creation of differentiated lesson plans for each student, enabling them to work on their personal areas of growth.
- Led a variety of programs outside the classroom: coached boys varsity soccer team, organized school-wide science fair, and coordinated Challenge Day program that reduced bullying.

**Education**

May 2014 **UNIVERSITY OF FLORIDA**

**GAINESVILLE, FL**

**Master in Business Administration (MBA), Hough Graduate School of Business**

- Top 25% of graduating class and Beta Gamma Sigma Honor Society inductee.
- Dual concentrations in Finance & Competitive Strategy; Global Immersion, China (October 2012).
- CEO of GatorMBAGear, a \$100k student-run business that financed all MBA student programming.
- President of the UF MBA case competition club and won 1<sup>st</sup> place at FICC, SEC, & Katz competitions.

Dec 2009 **AMERICAN UNIVERSITY**

**WASHINGTON, D.C.**

**Bachelor of Arts (BA) in Political Science, School of Public Affairs**

- Specialization in American Govt – inducted into Pi Sigma Alpha for outstanding academic performance.
- Major GPA: 3.74; cum laude; recipient of American University Dean’s Scholarship
- Study abroad program at University of New South Wales; Sydney, Australia

**Additional Information**

- Proficient in Spotfire, Tableau, Power BI, KNIME, HTML/CSS, SQL, and 1010Data programming/platform
- Experience in Salesforce back-end administration including VisualForce and APEX
- Expert in Microsoft Excel, PowerPoint, Word, Access; & proficient in Adobe Photoshop, Illustrator, & Lightroom
- Experience in project management methodology including Lean, Critical Chain, SIMPL, Agile, and Stage Gating.
- Regional finalist for the Sue Lehmann Award for Excellence in Teaching, 2011-2012 academic year.
- Florida Professional Educator’s Certificates in Biology, Earth-Space Science, Middle Grades, and PreK-3.