MA

Michael
ANDERSON

BEHAVIORAL MARKET RESEARCH TRAINER

CONTACT

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- San Francisco, CA

SKILLS

- Behavioral Economics
- Training Development
- Consumer Psychology
- Data Visualization
- Workshop Facilitation
- Research Methodologies

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN BEHAVIORAL ECONOMICS, HARVARD UNIVERSITY

ACHIEVEMENTS

- Improved training participant satisfaction ratings from 80% to 97%.
- Developed a consumer behavior training program adopted by major retailers.
- Recognized for outstanding innovation in market research training.

Innovative market research trainer with a robust foundation in behavioral economics and consumer psychology, dedicated to equipping professionals with critical skills for navigating complex market landscapes. Expertise in developing engaging content that resonates with diverse audiences, ensuring a deep understanding of market forces and consumer motivations. A proven ability to translate intricate theories into practical applications, fostering an environment of active learning and collaboration.

WORK EXPERIENCE

BEHAVIORAL MARKET RESEARCH TRAINER

Consumer Insights Academy

2020 - 2025

- Created and facilitated workshops on consumer behavior analysis methodologies.
- Utilized interactive tools to enhance participant engagement and learning.
- Designed evaluation frameworks to assess training effectiveness.
- Collaborated with marketing teams to align training with business objectives.
- Conducted follow-up sessions to reinforce learning and application.
- Produced comprehensive training guides for ongoing reference.

MARKET RESEARCH COORDINATOR

Strategic Insights Group

2015 - 2020

- Conducted qualitative interviews to gather consumer insights.
- Prepared detailed reports that informed marketing strategies.
- Developed training resources for new hires, enhancing team capabilities.
- Utilized data visualization tools to communicate findings effectively.
- Participated in cross-departmental meetings to share research insights.
- Streamlined data collection processes, improving efficiency by 25%.