



MICHAEL ANDERSON

PRODUCT INSIGHTS MANAGER

PROFILE

Insightful and results-driven Product Insights Analyst with extensive experience in leveraging data analytics to inform product strategy and enhance customer engagement. Demonstrates a keen ability to synthesize complex data into clear, actionable insights that drive business outcomes. Experienced in employing a variety of analytical tools and methodologies to uncover trends and patterns that directly influence product decisions.

EXPERIENCE

PRODUCT INSIGHTS MANAGER

Consumer Goods Corp.

2016 - Present

- Directed product insights initiatives to support strategic planning and innovation.
- Utilized advanced analytics to identify market opportunities and consumer preferences.
- Collaborated with cross-functional teams to ensure data-driven product enhancements.
- Designed and implemented customer satisfaction surveys to gather actionable feedback.
- Presented findings to senior leadership, influencing product roadmaps and priorities.
- Managed a team of analysts to deliver high-quality insights and reports.

JUNIOR PRODUCT ANALYST

Innovation Labs

2014 - 2016

- Assisted in the analysis of customer data to support product development efforts.
- Conducted competitor analysis to identify market gaps and opportunities.
- Prepared detailed reports and presentations for product teams.
- Utilized Excel and Tableau for data visualization and reporting.
- Participated in product testing sessions to gather user feedback.
- Supported the implementation of new data tracking systems to enhance reporting accuracy.

CONTACT

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SKILLS

- data visualization
- consumer insights
- market analysis
- team leadership
- strategic communication
- product development

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN MARKETING -
UNIVERSITY OF CALIFORNIA, BERKELEY,
2018

ACHIEVEMENTS

- Increased customer engagement by 30% through targeted insights implementation.
- Developed a new analytical framework adopted company-wide, improving efficiency by 20%.
- Recognized for outstanding performance with the 'Rising Star' award in 2019.