



Michael ANDERSON

SENIOR MARKET RESEARCH MANAGER

Results-oriented Product Research Manager with an extensive background in the financial services industry, adept at transforming complex data into strategic insights that drive product innovation. Proven expertise in managing comprehensive research studies that inform product development and enhance customer satisfaction. Skilled in utilizing advanced methodologies to analyze market dynamics and consumer behavior.

CONTACT

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- San Francisco, CA

SKILLS

- Financial Services
- Market Research
- Data Interpretation
- Regulatory Compliance
- Stakeholder Collaboration
- Statistical Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN FINANCE, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Increased customer satisfaction scores by 35% through targeted product enhancements.
- Successfully launched two new financial products that surpassed revenue projections by 20%.
- Recognized with a 'Leadership Excellence Award' for contributions to strategic product development.

WORK EXPERIENCE

SENIOR MARKET RESEARCH MANAGER

FinServ Solutions

2020 - 2025

- Led market research initiatives to identify opportunities for new financial products.
- Utilized advanced statistical techniques to interpret consumer data.
- Collaborated with product managers to align research insights with product strategy.
- Presented research findings to stakeholders, influencing product development decisions.
- Managed vendor relationships for outsourced research projects.
- Developed training programs for junior researchers on best practices in market analysis.

PRODUCT RESEARCH ANALYST

Investment Innovations

2015 - 2020

- Conducted primary and secondary research to support product development.
- Analyzed market trends to inform product positioning and marketing strategies.
- Collaborated with compliance teams to ensure adherence to regulatory standards.
- Utilized CRM systems to track customer feedback and product performance.
- Facilitated workshops to gather insights from stakeholders and consumers.
- Produced detailed reports that guided strategic planning processes.