

MICHAEL ANDERSON

Senior Survey Research Manager

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Strategic Survey Researcher with extensive experience in financial services research, specializing in consumer finance and banking surveys. With over 10 years in the industry, I have developed a keen understanding of market dynamics and consumer behavior. I excel in designing surveys that provide insights into customer satisfaction and preferences, utilizing advanced analytical tools to interpret complex data sets.

WORK EXPERIENCE

Senior Survey Research Manager | Financial Insights Corporation

Jan 2022 – Present

- Led survey projects assessing customer satisfaction across banking services.
- Utilized advanced analytics tools to interpret survey data, leading to a 20% increase in customer retention.
- Collaborated with marketing teams to develop targeted campaigns based on survey insights.
- Presented strategic recommendations to senior management, influencing business direction.
- Managed a team of researchers, ensuring quality and timeliness of deliverables.
- Designed and implemented training programs for new hires on survey methodologies.

Survey Research Analyst | Consumer Bank Analytics

Jul 2019 – Dec 2021

- Conducted surveys to assess consumer needs and preferences in financial products.
- Analyzed survey data using Excel and SPSS, providing actionable insights for product development.
- Collaborated with cross-functional teams to enhance customer service based on survey findings.
- Developed comprehensive reports summarizing research findings for stakeholders.
- Participated in focus groups to gather qualitative feedback from consumers.
- Maintained project timelines and managed survey distribution processes.

SKILLS

Financial Research

Survey Design

Data Analysis

Customer Insights

Leadership

Reporting

EDUCATION

Master of Business Administration

2015 – 2019

University of Chicago

ACHIEVEMENTS

- Contributed to a 25% increase in customer satisfaction ratings through targeted survey initiatives.
- Recognized as Employee of the Year for exceptional contributions to research and strategy.
- Published articles in financial journals on consumer trends and behavior.

LANGUAGES

English

Spanish

French