
Michael Ryan-Todd

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(303)903-4843

PROFILE:

Proven leader and healthcare process development / improvement expert with over 20 years of Operations, Market Research and forecasting experience. Additional areas of expertise include:

- Thought Leadership
- Data analysis and Interpretation
- Business Case Development
- Quantitative and Qualitative Research
- Consulting
- Professional Training and Development

EDUCATION:

Master of Business Administration (MBA), University of Pittsburgh, Pittsburgh, PA May 1999
Business Administration, Market Research

- Beta Gamma Sigma Honor Society Member (Spring 1999)

Bachelor of Science (BS) in Marketing, The Pennsylvania State University, State College, PA May 1990

- Tau Phi Delta Member and Officer (Spring 1984)

EXPERIENCE:

Researcher

January 2017 – Present

Southcentral Foundation, Anchorage, AK

- Collaborate with nationally recognized researchers, Alaska Native leadership, and stakeholder (e.g., clinical staff, Alaska Native community, and research participants) to conduct healthcare research to address health disparities and unmet clinical needs of the community
- Responsible for day-to-day project management of three NIH funded research projects; impact of pharmacogenetics; Identification of Sociodemographic, Clinical, and Genetic Factors that Aid Alaska Native and American Indian People to Successfully Quit Smoking Tobacco and anti-platelet medication response, ambulatory blood pressure monitoring in rural communities
- Assist with establishment of standard operating procedures, logs, and monitoring tools (databases) across research studies; pharmacogenomics of tobacco cessation, pharmacogenetics and anti-platelet medication response, and ambulatory blood pressure monitoring
- Apply community based participatory research techniques in participant interviews
- Process blood and urine specimen
- Ensure compliance with all research approval boards in a tribal setting

Market Research Consultant

November 2015 – January 2017

RT Research Consulting, LLC, Anchorage, AK

- Provide Market Research and Consumer Insights consulting services to external clients
- Prospecting, business development, Marketing, client services, and client retention responsibilities
- Project scoping, design, fielding, analysis, insights development, and reporting on both primary and secondary Market Research initiatives to address clients' business issues and information needs across product lifecycle.
- Project Management across client industries including CPG, Healthcare, Services, Retail, and Travel/Hospitality industries Market Research services provided across functional areas including Marketing, sales, product development, Brand, and employee engagement.
- Analyzed third-party data and investigated new growth opportunities.
- Developed and implemented campaigns for email, online advertising, search engines and direct mail.

Vice President, Client Services & Market Research

May 2014 – November 2015

Research Now, Plano, TX

- Lead the Client Services and Operations organization in the execution of online Market Research studies across the Corporate, Strategic, and Healthcare channels
- Design and implementation of Market Research personnel development program to meet organizational needs and alignment with individual development and career paths
- Enhance the Research Now research capabilities to support full service projects
- Partner with Business Development to re-position Research Now as a full service agency with new and existing clients
- Development of a preferred vendor list and outsourcing process Led implementation of the High Performance Workplace initiative for the Client Services - Americas.
- Directed product development using in-depth knowledge of vendor landscape and clients' unmet needs.

Director, Market Research

September 2008 – May 2014

Texas Instruments, Dallas, TX

- Lead, manage, and evaluate Market Research Managers in qualitative and quantitative research techniques
- Design and implement Market Research training and development program in order to raise overall research acumen among Market Research personnel, including online research techniques, competitive analysis, and customer panel initiatives
- Reorganized Department to reduce costs and improve service to internal stakeholders Reduced reliance on external research providers for research needs
- Developed and implemented Customer Expert Advisory Panel
- Implemented Voice of the Customer research program to track customer satisfaction, awareness and supplier preference
- Developed relationships with key internal stakeholders in order to better understand the business issues and lead research initiatives
- Developed "Regions in the Room" strategy to ensure global integration of all research projects and meet the needs of key growth markets for TI.

Director, Market Research

May 2005 – April 2008

Replidyne, Inc., Louisville, CO

- Supervise, develop, and evaluate Market Research Analysts within forecasting, Business Development, and product launch activities.
- Proposed, developed, and conducted primary Market Research projects to position in-house pipeline products for further development and launch.
- Qualitative research projects included: Awareness, Trial, and Usage; Sales Message Testing; Product Concept Testing, Sales-Aid Development; Message Recall, Competitive War-Gaming; Physician Prescribing Behavior Drivers; Managed Care Adoption, and Consumer Influencer Research.
- Quantitative research projects included: Demand forecasting conjoint surveys, monadic design surveys, Practice, Awareness, and Usage surveys, and Discreet Choice Allocation exercises.
- Created and Maintained secondary Market Research databases with periodic reporting from a variety of internal and external data sources.

Senior Market Research Analyst

February 2004 – May 2005

Abbott Laboratories, North Chicago, IL

- Proposed, developed, and conducted primary Market Research projects to position a prescription hypertension product within a very competitive marketplace.
- Specific projects included: Awareness, Trial, and Usage; Sales Message Testing; Product Concept Testing, Sales-Aid Development; Message Recall, Competitive War-Gaming; Physician Prescribing Behavior Drivers; and Consumer Influencer Research.
- Enhanced and Maintained secondary Market Research databases with weekly, monthly, and quarterly reporting from a variety of internal and external data sources.

Collaborative Forecasting Manager

June 2001 – September 2003

Coors Brewing Company, Golden, CO

- Designed and implemented the forecasting process for the Molson product line in the US market.
- Designed and implemented the Supply and Operations Planning process for Molson USA.
- Develop and update forecasts for multiple brand/package/state combinations representing over \$50 Million in annual revenue.
- Collaborated with field sales and Marketing to enhance forecasting accuracy and identify business drivers for use in predictive forecasting models.
- Developed and implemented conversion models to translate retail sales forecasts to production plans.

Manager, Market Research & Forecasting

August 1999 – June 2001

Geneva Pharmaceuticals, Broomfield, CO

- Lead, manage and evaluate Market Research Analysts within forecasting, customer analysis and Demand Planning functions
- Design and implement Market Research training program to develop research capabilities among product forecast organization to leverage secondary and primary research data sources through the forecasting process.
- Create and implement demand planning cycle for cross-functional sales and operations planning team
- Develop latest revenue estimates and rolling five year plan for corporate planning Streamline business processes and develop analyses to better evaluate company, product, and contract performance
- Development of enhanced profitability analysis to eliminate unprofitable business
- Managed product line development during pre-launch and launch phase of product life cycle Project management for business development and transition teams
- Developed training and reporting presentations to a variety of audiences including customer service,, account management, middle and senior management, as well as customers and vendors.

Senior Marketing Research Analyst

June 1994 – August 1999

IMS Health, Plymouth Meeting, PA

- Supported Marketing Research functions at a variety of pharmaceutical & biotechnology clients
- Design and implementation of formal research development and training programs for client Market Research Analysts in the use and understanding of Market Research techniques and IMS products and services
- Generated sales leads and special project opportunities with customers, and managed projects from problem formulation through analysis and reporting
- Developed new product offerings to enhance customer relationships and increase revenues Provided consulting services to non-pharmaceutical clients through customer referrals.

SKILLS/CERTIFICATES:

- Proficiency in SPSS, Access, Excel
- Detail-oriented study design developer
- HIPAA and CITI Investigator Training
- MediaLab Training
- Leadership and Professional Development Experience

PROFESSIONAL ACTIVITIES:

- Southcentral Foundation Soldier's Heart Program, member
- Kenai River Foundation, member
- Wounded Heroes Project, member