PETER LYNCH

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Experience

09/2018 – present   Unilever: Brand Marketing Manager

- Diagnosed barriers to purchase for Magnum tubs, which informed the development of new messaging and assets that highlighted the products unique selling points for each segment. These were optimized through A/B testing. Ensured messages were delivered to target segments maximizing influence, using a programmatic approach that drove product awareness by +600% and penetration by +290% leading to the best category NPD in market for H2 2019.
- Critically evaluated Blue Ribbon product roadmap and strategy by working with the Insights team to identify weaknesses, the R&D team to upgrade products and the Sales team to reposition products with customers. This led to a turnaround of -$1M turnover to +$4.5M turnover growth.
- Effectively leveraged loyalty card data to identify highest opportunity customer segments. This allowed 'Blue Ribbon Protein Bar' to customize content through A/B testing for priority segments, resulting in the product surpassing sales targets by $400K while utilizing a small budget of $80K.
- Prepared and presented reports integrating market, product and competitor data detailing how Blue Ribbon/Magnum performed vs. targets and directing C-Suite how to course correct or maintain growth.
- Managed and planned $5 million-dollar budget for Magnum and Blue Ribbon brands.

08/2017 – 09/2018   Unilever: Category Manager Ice Cream

- Designed and executed go-to-market for Unilever ice cream portfolio that educated the sales team of key product benefits in language relevant to customers. This contributed to 2018 sales targets being exceeded by $2M.
- Responsible for analysis on market and competitive data to optimize positioning of new 'better for you' ice cream range. This empowered sales team to educate retailers of incremental sales opportunities, resulting in a share gain of 33%, an Australian Unilever record.
- Constructed pricing and promotional strategy for ice cream portfolio using buying behavior insights and price elasticity analysis. This led to successfully inhibiting competitor's promotional effectiveness and at the same time increasing Unilevers, driving $2.5M turnover.

03/2016 – 08/2017   Forethought Research: Consultant CEX

- Analyzed and synthesized complex and diverse data (surveys, CRM and sales) into digestible reports. This supported product teams to understand performance results and address areas to keep, stop and start, resulting in +9 NPS gain in 2016.
- Created customer journey maps by utilizing bespoke research (1-1 interviews, 1-many) to understand omnichannel journeys, from discovery through to churn. This guided product teams to maximize acquisition and retention.
- Facilitated workshops with product teams to help embed the customer voice, this allowed teams to identify key areas of prioritization in the product roadmap.

11/2011 – 5/2014   Glencore International: Trade logistics officer

- Operated most efficient and cost-effective trading book by analyzing and drawing insights from market trends that recognized arbitrage opportunities, resulting in 750,000 Metric Tons being exported in 12 months at a rate of 12cents per KM, 3 cents lower per KM than closest competition.

Education

2014 – 2015   RMIT (Melbourne, Australia)

- *Masters of Marketing.* Coursework included communication strategy, consumer behavior, marketing analytics, strategic marketing and optimal methods to behavioral change utilizing technology. GPA: 3.5 and selected as scholarship recipient for China study tour.

2009 – 2012   RMIT (Melbourne, Australia)

- *Bachelor of International Business Minor in Finance*

References

- Available upon request