

## CHIEF CONSUMER & MARKET INTELLIGENCE OFFICER

I build research teams and systems that change product and marketing direction. 20 years leading mixed-method research programs. I'm strongest when the problem is ambiguous and the stakes are high, as I bring the perfect blend of science and magic to make things happen. I have exceptional people management and leadership skills, and I'm resilient and adaptable by design.

### Operating principles

- Make the decision and the tradeoffs explicit before collecting more data.
- Use the fastest method that will change the decision, then deepen if needed.
- Build reusable learning systems, not one-off studies.
- Build people, ship results.

## Areas of Expertise

- Global Research Leadership
- Ads and Consumer Insights
- Product Innovation Research
- UX & Experience Measurement
- Brand and Comms Strategy
- Audience Segmentation
- Concept & Creative Testing
- Attitudinal & Behavioral Studies
- Research Road-mapping
- Vendor Management
- Capability Building
- Data Science Integration
- Simulation & Modeling
- Go-to-Market Insights
- Cross-Functional Collaboration
- Executive Communication
- GenAI for Research

## Education

**M.S. Data Science. Machine Learning & AI**  
Northwestern University

**M.A. Advertising**  
The University of Texas at Austin

**B.S. Psychology**  
Universidad de los Andes

**G.Cert. System Dynamics**  
Worcester Polytechnic Institute

**Behavioral Economics Immersion**  
Yale School of Management

**Tackling the Challenges of Big Data**  
Massachusetts Institute of Technology

**Gen Ai for Business Applications with Azure and OpenAi**  
Great Learning and Microsoft

## Career Experience

**TIKTOK (BYTEDANCE) – New York, NY**

12/2021 – Present

### Global Research Leader - Marketing Science

*Owned global research strategy for ads effectiveness and advertiser insights, integrating behavioral science and data science. Managed \$60M+ research investment. Scaled org from 13 to 40+.*

- **Built a global research operating model** (prioritization, governance, quarterly reviews, executive narratives) that consistently delivered 100–117% of annual goals.
- **Led 80+ third-party programs and drove 200+ activations/year** across ad experience, creative effectiveness, full-funnel impact, search and commerce, seasonality, and audience understanding.
- **Influenced product and commercial decisions** by converting ambiguity into options, risks, and recommendations, clarifying consumer and advertiser tradeoffs.
- **Created a global CSAT program** to operationalize customer voice in senior planning and roadmap conversations.
- **Built repeatable creative and attention measurement frameworks** (Attention Robustness, Attentive Ratio, Top Performing Content Scoring) to increase learning speed and improve creative decision quality.
- **Built an insight delivery system** (TikTok Insights, knowledge hubs, TRACE -Trusted Retrieval And Citation Engine) that reduced ad-hoc requests by ~90% through better discovery and synthesis.

**ADVERTISING RESEARCH FOUNDATION (ARF) – New York, NY**

10/2024 – Present

### Member, Board of Trustees

*Serve as a voting Trustee shaping ARF's strategic direction and priorities. Advise the Board of Directors on research strategy and industry needs. Help set and influence the ARF research agenda, with emphasis on modern measurement and consumer understanding.*

**PUBLICIS GROUPE (PERFORMICS) – Chicago, IL**

4/2016 – 11/2021

### SVP, Head of Strategy - Planning & Insights

*Led a 10-person research, analytics, and strategy team.*

- **Built an intent framework and tooling** using NLP on large-scale search data, plus simulation to guide budget allocation across the decision journey.
- **Published 13+ studies on consumer behavior and digital satisfaction**, used to shape brand and media decisions across major accounts.
- **Led multi-market research for Microsoft and Google**, informing positioning, messaging, and go-to-market strategy.

EGG STRATEGY – Chicago, IL

9/2014 – 4/2016

**Senior Director of Research, Strategy & Innovation**

*Primary lead for global consulting and research focused on product innovation, brand strategy, and shopper marketing.*

- **Led end-to-end product innovation and research for ETS** (Educational Testing Services) across Asia and Latin America.
- **Directed brand and shopper research for Mondelez and Mastercard**, translating complexity into portfolio and activation decisions.
- **Owned Behavioral Economics applications** to brand strategy and GTM projects.

LUMINAR INSIGHTS – Santa Monica, CA

6/2013 – 9/2014

**VP of Analytics & Insights**

*Managed and coached a distributed team of 6 data scientists to deliver advanced analytics and market intelligence for advertisers.*

- **Enhanced 3 years of Carnival CRM data with Luminar's proprietary data assets**, built combined behavioral and attitudinal segments using CRM and survey data, and developed propensity models to estimate growth opportunities in travel and leisure.
- **Built behavioral segmentations and demand forecasting tools for several brands.**

LEO BURNETT / LAPIZ – Chicago, IL

1/2006 – 12/2013

**VP / Strategy Director**

*Co-led the strategic planning department, setting planning philosophy, KPIs, and best practices while pioneering integration of digital and shopper marketing.*

- **Led and mentored a 5-person strategy team** delivering 30+ projects yearly; from market assessment and consumer insight generation through creative briefing and performance measurement.
- **Co-developed and rolled out proprietary consumer insight tools** (PeopleShop and LatinoShop) to deepen understanding of multicultural audiences and inform brand and retail strategies.
- **Won multiple industry awards**, including a Cannes Lion, three Effies, and an ANA Multicultural Award, for insight-led, multi-year, multi-channel campaigns for brands such as Allstate.

## Additional Experience

**Latin America Brand Science Director / Brand Director PHD**, OmnicomMediaGroup – Miami, FL

*Led media mix modeling and strategic planning across multiple Latin American markets for brands such as PepsiCo and Banco Itaú, and trained seven regional offices on an insight-led planning methodology.*

**Strategic Planner**, TBWA / Colombia – Bogota, Colombia

*Designed, directed, and executed the first large omnibus and quantitative segmentation study for the agency.*

## Technical Proficiencies

- **Methods:** Mix-Methods Research (quant/qual) Market Segmentation, Conjoint, Brand & Comms Testing, Creative Testing, Design of Experiments, Attitudinal & Usage Studies, CSAT & Experience Tracking, Media Mix Modeling, Factor Analysis, Dynamic and Montecarlo Simulation, Synthetic Consumer Research.
- **Tools & Tech:** Python, R, SQL, Tableau, Git, LLMs & NLP, NotebookLLM.
- **Languages:** Fluent in Spanish, English, and French.

## Select Publications & Presentations

Author and speaker on advertising and creative effectiveness, consumer behavior, the future of marketing and search, including white papers and presentations with Deloitte, WARC, Microsoft, Google, at AdWeek, DMEXCO, and Cannes Lions.

Full portfolio and sample of work at <https://www.estebanribero.com>