

# Brandon L. Paris, MBA, MS Statistics

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## MARKETING INSIGHTS & PRICING SCIENCE EXECUTIVE

Experienced leader and strategic C-suite advisor with a proven track record translating complex data into compelling insights with narratives that give decisionmakers the fortitude to act. Known to excel at developing and leading high-performing teams accountable to achieving business results and championing initiatives that drive data-driven decisions. Draws from broad industry experience in Technology, CPG, and Durable Goods, with expertise in all selling channels including B2C, B2B, and e-commerce, to bring solutions that address business challenges. Proven success utilizing procurement processes, leading supplier negotiations, and achieving significant cost efficiencies.

### AREAS OF EXPERTISE

Team Building & Leadership | People Management | Cross-functional Collaboration | Advanced Analytics  
Pricing Analytics | Marketing Analytics | Marketing Science | Data Storytelling | Competitive Analysis  
Strategic Pricing | Vendor Procurement | Marketing Strategy | Consumer Behavior | Consumer Research & Insights  
Financial Analysis | B2C | B2B | e-commerce | SQL | A/B Testing

### CAREER HIGHLIGHTS

**Transformational People Leader:** Revitalized underperforming team to foster higher team accountability by releasing untapped potential within the team that turned around both performance and team satisfaction.

**Cross-Discipline Collaborator:** Conducted ground-breaking, industry-leading research that informed an industry-recognized ad campaign in partnership with a significant corporate customer/partner and led to receiving the Silver David Ogilvy Award from the Advertising Research Foundation for demonstrated campaign effectiveness based on research insights.

**Proven Track Record of Innovation:** Reimagined the overarching pricing paradigm for the B2B business that drove incremental profitability without jeopardizing unit volumes.

### PROFESSIONAL EXPERIENCE

**American Tire Distributors**, Huntersville, NC

January 2024 – Present

#### Director, Revenue Management Analytics and Insights

Leading a team that drives insights gleaned from data to inform better price decision making in the Merchandising and Sales organizations.

- Redesigned reporting procedures that eliminated extensive manual activities in favor of automated processes that unlocked about 20 man-hours/week to be applied to driving business insights.
- Optimized use of competitive intelligence within the pricing model as a systematic driver of base price optimization and as a source for insight generation for Merchandising and Category Management decisions.
- Collaborated with Financial Planning to develop tools to evaluate price decisions and drive accountability to business decision owners; established a regular cadence of reviewing all pricing decisions.

**ADVANCE AUTO PARTS**, Raleigh, NC

February 2015 – December 2023

#### Senior Director, Pricing Science, and Insights, July 2021 – December 2023

Formed a specialized team dedicated to applying innovative analytics and data visualization to generate insights that strategically informed pricing and promotional strategy. Established a robust competitive price intelligence capability for B2C and B2B channels that enabled agile pricing decisions.

- Delivered \$9M in proven sales and margin gains for the e-commerce channel by creating a promotional plan that utilized rapid Test & Learn capabilities.
- Developed a comprehensive reporting environment providing immediate, coherent, and customizable pricing information however the user wanted to review the information (PowerBI, Snowflake, or Excel).
- Conceptualized internal analytics to measure price elasticity in the B2B channel enabling better sales and profit planning in all major categories.
- Implemented a pioneering data source to continuously monitor market prices in the challenging B2B sector. Resulting price investments based on insights increased sales and profits in the sector by over \$15M in the first year.
- **Procurement and Sourcing:** Guided cross-functional teams in vendor negotiations for new competitive data source initiatives, owned and developed strategic supplier relationships that enhanced strategic applications of the data.

**Director, Strategic Pricing Transformation**, September 2018 – July 2021

Orchestrated initiatives to enhance and streamline pricing processes; applied innovative strategies and technologies to drive efficiency and improve overall pricing performance. Directed the vendor-selection process and final contract. Led transformation efforts to optimize pricing workflows and align them with organizational objectives.

- Created and implemented the vision for a strategic transformation of the pricing function; established the business case for significant capital investments and led the B2B-side system development and integration.
- Re-imagined the regional-price strategy for the B2B business using the new pricing capabilities producing 8% incremental sales in market tests.
- Spearheaded a war-room approach to orchestrate the strategic profitability turnaround for the Pricing organization that channeled efforts into intensive research and identifying opportunities to enhance execution, sales growth, and overall profitability.
- **Procurement and Sourcing:** Led supplier selection and negotiations for the pricing transformation by leveraging the global sourcing team, achieving a 30% reduction in final contract terms.

**Director, National and Strategic Accounts Pricing**, February 2015 – July 2021

Cultivated pricing strategies that maximized sales, profitability, and price competitiveness in the B2B aftermarket automotive space. Uncovered data-driven insights to inform pricing proposals and decisions, ensuring alignment with overall business objectives and market dynamics.

- Oversaw the comprehensive national accounts pricing strategy, optimizing account acquisition and retention, and fostering sales and margin growth for the billion-dollar strategic accounts portfolio.
- Partnered with Sales and Merchandising teams providing viable price bids to acquire new business via RFP events.
- Established the first dedicated pricing teams for the National Accounts and general B2B businesses.

**GENERAL MILLS INCORPORATED**, Minneapolis, MN**October 2003 – January 2015****Methods Principal / Senior Manager, Global Consumer Insights**, January 2010 – January 2015

Led a global organization of 25 reports focused quantitative market research for innovation, marketing effectiveness & brand measurement. Created and implemented the evolutionary roadmap of consumer research capabilities for the corporation; served as the executive research leader for key company-wide initiatives.

- Partnered with external organizations (academic, commercial) to develop proprietary research solutions.
- Developed proprietary forecasting models, improving demand accuracy by up to 70%.
- Innovated market research methodologies, reducing new product volume forecast errors by 20%.
- Spearheaded the recruitment and training of an expanded team in India enhancing productivity and growth on a global scale.

**ADDITIONAL RELEVANT EXPERIENCE****GENERAL MILLS INCORPORATED**, Minneapolis, MN | **Earlier Roles: Manager, Senior Associate****EASTMAN KODAK**, Rochester, NY | **Business Researcher | Statistician****EDUCATION****Master of Business Administration (MBA), Marketing & Competitive Strategy**

University of Rochester, Simon Business School, Rochester, NY

**Master of Science (MS), Statistics**

Iowa State University, Ames, IA

**Bachelor of Science (BS), Mathematics**

North Carolina Central University, Durham, NC

**PROFESSIONAL AFFILIATIONS**Advertising Research Foundation | American Marketing Association | Strategic Consortium of Intelligence Professionals  
Ehrenberg-Bass Institute for Marketing Science Informs | Insights Association | Marketing Science Institute**COMMUNITY SERVICE****Board of Directors:** Kestrel Heights Charter School | **Advisory Board:** NC Central University College of Arts & Sciences**Committee Member:** Dr. Martin Luther King, Jr. Holiday Breakfast, Twin Cities**Board of Directors:** Stepping Stone Theatre