

ANTHONY (TONY) ROBY

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SALES & RESEARCH LEADERSHIP PROFILE

20+ years of experience in **sales and consulting, market research, and advanced data analytics** across **research principles and methodologies**, including **end-to-end oversight and execution** (proposals, study design, data analytics and visualization, AI and automation, presenting) intent on actionable recommendations to client strategies and ROI. Transitioned from **researcher to analyst to solution-based sales consultant**, holding **100% renewal rate** with **95% multi-product sales, upsells, and new business** acquisition. Current brand health tracking and campaign research partner for 13 of top 20 Pharma/Bio advertisers.

CORE COMPETENCIES & SKILLS OVERVIEW

- **Client Sales & Business Development:** Revenue/Enterprise Books of Business Ownership, Multi-Decision Maker Sales Cycles, MM\$ Contract Negotiation, Account Growth, Prospecting & Acquisition, Budgeting, Legal Contracts & Proposals.
- **Data Analytics & Insights:** Data Visualization/Storytelling, Triggers/Drivers & Regression/Correlations, Market Share & ROI Forecasts, Seasonality & Promotion, Conjoint & MaxDiff, 20+ Research Learnings Composed, Secondary Data Sources.
- **Research & Methodology:** Quantitative/Qualitative, Syndicated & Custom, Audience Measurement, Segmentation, Prospect Profiling & Behavior, Recruitment & Sample Hygiene, Tracking & ATUs, AI Implementation & Certifications.
- **Senior Leadership & Management:** Lead & Develop Teams. Collaborative Partner to C-Level/Pres/VP/GM Stakeholders.

PROFESSIONAL EXPERIENCE

COMSCORE, INC. | **Senior Director & Director, Brand Health** | April 2013 – Present | Evansville, IN

- **Insights & Thought Leadership:** Author of 20+ empirical knowledge learnings, product design, market share/ROI forecasts.
- **Revenue Ownership:** 100% renewals, 5%+ YoY quota growth, MM\$ contract value, ~2/yr new logos, cross-product/up-sells.
- **Consulting & Design:** Scope 100s of brand health & cross-channel studies (video, social, display, radio, print, OOH, site).
- **Sales & Relationships:** Lead complex sales cycles (15+ brands) for quant/qual, syndicated/custom, audience research.
- **Industry Authority:** Cross-team ad testing and tracking 75%+ of all Pharma/Biotech DTC for 13 of top 20 advertisers.
- **Team Management:** Manage project design team (4 TMs) and analysts (12 TMs), and mentor/train new hires.

UNITED COMPONENTS, INC. | **Category Development Manager** | October 2012 – April 2013 | Evansville, IN

- **Packaging & Shelf Design:** Deployed intercept, conjoint/MaxDiff, purchase journey, and shopper A/B tests for 3 categories.
- **Social Media Video Optimization:** Site placement, views/likes/shares/comments tracking for 10 most purchased products.
- **Analytical Foundations:** Engineered demand forecast model (100s of SKUs) with 98% confidence level predictability.
- **Stakeholder Engagement:** Presented to world's 5 largest auto retailers' senior management/presidents.
- **Commercial Strategy:** Designed real-time, interactive POS dashboards for 1000s of storefronts.

ARS GROUP | **Research Design, Insights & Leadership (Consolidated Roles)** | July 2003 – October 2012 | Evansville, IN
Includes: Global Senior Team Lead, Senior Team Manager, Senior Project Manager, Senior Analyst, and Campaign Manager

- **Operational Improvements:** Designed pricing requests tool (50% reduction in TAT), revamped database and processes.
- **Business Development:** Directed global expansion operations (4 countries), including prospect identification, RFI/RFPs.
- **Client Service & Test Design:** Scoped 1000s of studies to objectives, data gen, QC/QA, tabling, sample recruitment.
- **Account Leadership:** Service lead on 4 of 5 most critical accounts across retail, pharma, CPG, auto, and finance.
- **Team Management:** Directed largest most productive team (15 TMs, 99% performance rating).
- **Product Innovation:** Executed GTM and led design of 3 new-to-world research methodologies.
- **Campaign Management:** Managed, tagged, optimized digital campaigns (95%+ match rate).
- **Strategic Analytics & Insights:** Primary analyst for 3 of top 10 US advertisers.

EDUCATION, CERTIFICATIONS & AWARDS

- **Bachelor of Science (BS), Business Administration & Organizational Management** | Oakland City University
- **Associate of Applied Science (AAS), Business Administration & Marketing Management** | Indiana Business College
- **Master of Business Administration (MBA), Business Administration** | University of Kentucky (completion: EOY 2027)
- **Certification:** IBM SkillsBuild AI; 12 Certs (incl. Generative, Prompts, LLMs, Gradient Descent, Transformers, Ethics) | IBM
- **Certification:** Advanced Category Management Analytics & Business Insights | Delta Associates
- **Certification:** Microsoft Office Specialist (MOS) | Microsoft
- **Awards:** 2009 ARF David Ogilvy CPG Award (Frito-Lay); 2008 Supplier of the Year Award (P&G)