

Bart D. Zehren

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EDUCATION

MBA University of Chicago Graduate School of Business

BS University of Illinois at Chicago, Major in Economics, Minor in Urban Studies

PROFESSIONAL BACKGROUND

E-RM, Evanston, IL (2000-Present) Consultant in custom-designed primary marketing research and analysis. *This is my own practice.*

- Research project management services for corporate clients and marketing consultants in health care, banking/financial services, risk management, e-commerce, training seminars providers, household energy products and public policy issues.
- Projects frequently involve such strategic issues as business acquisitions, product development, brand image/competitive analysis, stakeholder and customer relations, etc.
- Clients served: Cars.com, TransUnion, Citibank, ShopperTrak, BroMenn Healthcare, Harris Bank, Progeni and numerous other marketing services and consulting firms

Applied Marketing Science, Waltham, MA (1999-2000) *Principal*

Chilton Research Services, Radnor, PA (1994-1995) *Financial Services Marketing Director*

Conway Milliken Associates, Chicago IL (1991-1993) *Account Group Director*

Zehren Enterprises (1989-1990 and 1995-1999) *Market Research Consultant*

- Consulted with clients and provided full service, customized, primary marketing research in a wide variety of industries: financial services, consumer packaged goods, health care, high-tech and e-commerce services, credit cards, publishing and the public sector, in consumer, business and institutional market sectors.
- Research included blind product tests, concept testing for new product development, advertising development, tracking and testing, customer satisfaction and voice of the customer research, program evaluations, public policy surveys and qualitative research.

Citicorp Diners Club, Chicago, IL (1984-1989) *Vice President Marketing Research, Information & Planning Services*

- Started, staffed and managed a consultative, multi-function marketing research, information and strategic analysis department; developed staff of 8, \$2M annual budget
- Successfully supported strategy deployments and tactical programs for various business units in the corporation with insightful market information and analysis
- Spearheaded market research processes supporting relaunch of Diners Club Personal Card (1985); in the process identified its new rewards program as a dominant benefit with strong appeal to a prime target market. Sales grew 16% overall and 29% among new members 18 months after launch, due to this innovative product introduction.
- Designed, directed and managed qualitative and quantitative research projects for various business information needs: strategic brand positioning development and refinement, communications strategies and tactics, market tracking, advertising copy and effectiveness testing, new product development and concept testing, customer satisfaction, segmentation in consumer and business markets.

Northern Trust Company, Chicago, IL (1979-1984) *Marketing Research Officer*

- Started, staffed and developed marketing research function
- Developed internal clientele to include many departments and business groups within the corporation, e.g., personal banking, personal and corporate trust services, commercial banking, cash management, treasury services, correspondent banking, senior management
- Focus of activities included: advertising research and effectiveness tracking, market segmentation research design and development based on attitudes, needs and motivations, and strategic planning, project development, customer satisfaction tracking and modeling, brand image research and analysis, etc., for consumer, business and institutional markets

Sorkin-Enenstein Research Service, Inc., Chicago, IL (1976-1979) *Marketing Representative, Project Manager*

- Business development and account service
- Project management, data analysis and report writing and client presentations
- Clients served: Morton Salt, Illinois Bell Telephone, First City National Bank of Houston, World Book, St. Ignatius High School

Allied Van Lines, Broadview, IL (1973) *Marketing Research Analyst* (1974-1975) *Marketing Research Manager*

- Started and developed small marketing research function serving the corporation and all its divisions
- Hired marketing research analysts, managed projects and outside vendors
- Designed/managed advertising research, tracking and customer needs research
- Managed and documented advertising effectiveness modeling process with Y&R advertising agency and local market optimization modeling

ARTICLES PUBLISHED, SPEECHES

Book Chapter:

"Marketing Research in the Financial Services Sector", in book: Marketing Financial Products & Services (ed.: Stephen Kerns, 1988).

Speeches:

"A Success Story for Market Segmentation Based on Corporate Buying Cultures"
(Third Annual Tampa Bay Marketing Conference, Miami, June, 1988)

"Target Marketing" (Bank Administration Institute, Boston, June, 1985)

"How to Bake a Market" (Travel and Tourism Research Association, New York, May 1985)

"Some Plain Talk About Marketing Research" (Bank Administration Institute, Chicago, 1983).

TEACHING EXPERIENCE

University of Phoenix On-line (2001-2002)

Graduate School of Business – MBA Program

- Basic Marketing: A Global Approach
- Buyer Behavior

Illinois Benedictine University (1989-1990)

Graduate School of Business – MBA Program

- Marketing

St. Xavier University (1988-1989)

Graduate School of Business – MBA Program

- Marketing
- International Marketing

Roosevelt University (1983)

Graduate School of Business – MBA Program

- Marketing Research

PERSONAL MANAGEMENT RESPONSIBILITIES

2009 Harrison Corp., Condominium Association (2002-Present) *President* (1998-1999) *Treasurer*

- Oversee and manage monthly meetings of this small, self-managed condominium association where I live
- Annual fiscal planning and budget management
- Leadership of Board members and owners, with extensive demands on my people and vendor relationship management skills
- Facilities planning and management, including hiring, firing and supervision of a facilities, grounds and maintenance manager

PROFESSIONAL ASSOCIATION MEMBERSHIPS

BMA – Business Marketing Association (Presently)

AMA – American Marketing Association (Former Executive Member)