

BLISS PIERCE

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OVERVIEW

8 Years Consumer Goods (CPG)	7 Years Presentation Specialist	Expert PowerPoint, Keynote
5 Years Shopper Marketing	5 Years Data Visualization	Strong Spotfire, Excel
3 Years Advertising Agency	5 Years Project Management	Moderate Nielsen Syndicated &
3 Years Journalism	3 Years Graphic Design	Panel, Indesign, Illustrator

EDUCATION

The Ohio State University, Fisher College of Business **Columbus, OH**
Master of Business Administration (MBA), Global Market Strategy August 2014

University of North Carolina **Chapel Hill, NC**
B.A. Communication Studies - Media Studies and Production May 2009

EXPERIENCE

General Mills **Minneapolis, MN**
Global Consumer Insights – Global Trends March 2016–present

- Advocate for the consumer in business strategy meetings using insights from Nielsen syndicated data, Euromonitor, Mintel as well as other quantitative and qualitative data sources
- Lead consultant on data visualization and dashboard initiatives in order to translate big data into actionable insights for the organization

Global Consumer Insights – Shopper Marketing September 2014–March 2016

- Drove mid-single digit lift in incremental sales by developing consumer-first business strategies and events that give our top brands increased display in stores
- Developed International Trade Planner dashboard using Spotfire application that allowed global sales to monitor trade effectiveness including deals, shopper events and temporary price reductions

Freelance Consulting (via The Ohio State University, Fisher College of Business)

Consumer Strategy Consultant (MES) – Mumbai, India January 2014–June 2014

- Analyzed market data and best practices to provide insights for the executive team on how to grow e-commerce sales in India

Marketing Strategy Consultant (Visagio) – Rio de Janeiro, Brazil January 2013–June 2013

- Conducted an in-depth analysis on the issues surrounding the management of consumer goods waste in Rio
- Explored best practices in public private-partnerships for CPGs operating in Brazil and presented findings to the government partner for further implementation of goals

General Electric **Chicago, IL**
Summer Marketing Strategy Assoc. – Experienced Commercial Leadership Program June 2013–August 2013

- Spearheaded the redesign of the GE Capital Rail Services website to differentiate the GE brand, more closely support the needs of the customers and increase new business inquiries
- Designed a data visualization tool (Spotfire) for GE Capital Rail Services to analyze trends/activity on \$290MM in capital expenditures and align future spending with the overall business strategy
- Delivered a strategic growth plan for GE Energy's nuclear sector and developed an evergreen customer analysis tool as part of a cross functional SWOT team

Omnicom (TPN, Inc) **Dallas, TX**
Account Executive October 2010–July 2012

- Developed strategic, in-store promotional programs from concept and negotiation to fulfillment in market for major Fortune 500 clients and partners including Kmart, Sears, Intel, Disney and Warner Bros. Entertainment

- Delivered quality-assurance processes in collaboration with account, creative and production teams that resulted in meeting both in-scope and out-of-scope deadlines
- Identified as the data analysis lead for the Dallas office, which entailed being the go-to resource for all Simmons syndicated data pulls and initial insights gathering for all client teams
- Used qualitative and quantitative data to provide insights on client shopper segments and develop promotional marketing plans
- Maintained retainer and project invoicing of more than \$3MM in annual spend

Account Coordinator

August 2009–September 2010

- Advanced the preparation of RFI/RFP documents which contributed to a 60% increase in agency ‘wins’ over the previous year
- Consistently received above-average reviews with notations for excellence in leadership, organization and project management

The Daily Tar Heel

Chapel Hill, NC

Graphics Editor

August 2008–April 2009

- Managed the development of all information graphics in order to provide readers with easy access to information and help clarify key points in the article
- Provided an active leadership role in the management of 10 designers while setting the tone on the graphics desk by establishing the objectives, a vision and strategy

HONORS

- Won the 2016 General Mills Data Visualization Challenge where teams took a big data issue, developed ways to visualize the data in Excel, Spotfire or Tableau, then drew insights to answer the business challenges
- Awarded 2015 General Mills Global Enablers “High Five” Award for strategic leadership
- Awarded 2013 Network of Executive Women Scholarship for showing exemplary leadership and determination in building a successful industry initiative
- Awarded 2013 Office of International Affairs Travel Grant for demonstrating a commitment to the future of global business; represented OSU at the UN Forum on Business and Human Rights in Geneva, Switzerland
- Awarded 2013 GE Lloyd Trotter Scholarship in partnership with the National Black MBA Association
- Won Best Presenter at the 2012 P&G Case Competition
- Awarded 2012 Fisher Fellowship and awards covering full tuition for 2 years
- Received, yet declined, full scholarship to the 2012 Consortium for Graduate Study in Management
- Won 2010 Regional Best Practice: Social Media and 2009 Best of the Best awards – Network of Executive Women, DFW Chapter