

JOHN R. SMITH

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EDUCATION

Marketing courses, UC Berkeley Extension, San Francisco, CA, 2004-2005

M.S., Library & Information Sciences, Catholic University of America, Washington, DC, 1996

B.A., Political Science & Russian Studies, State University of New York at Buffalo, Buffalo, NY, 1990

PROFESSIONAL EXPERIENCE

Research People, Rockville, MD

Freelance Research Analyst, 2008-present

- Provide high-level business intelligence research and media analysis across all industries, including issues monitoring, literature reviews, market overviews, and pre-legal due diligence.
- Capture and report relevant data from a variety of electronic news, business and public records databases. Present summaries in client-ready PowerPoint documents.

International LLP, New York, NY

Senior Research Associate, 2007

- Conducted research on mergers, acquisitions and private equity deals for the entire transactions services group using a variety of online databases and business resources.
- Monitored press and analyst coverage of media and healthcare industries. Updated practice leaders with latest trends and developments.
- Assisted knowledge management group with national marketing projects, including finding specific target company information.

Magazine Publishing, New York, NY

Researcher, 2006-2007 (temporary position)

- Conducted in-depth news, company and industry research for editorial staff and marketing departments representing all print and online publications. Performed fact checking duties, both online and phone, as necessary.
- Worked with library director to evaluate appropriate business resources and tools for new business publication launch.
- Provided industry and trends research and analysis for magazines.

Consulting Firm, San Francisco, CA

Senior Research Specialist, 2000-2006

- Supported day-to-day consulting assignments with research on specific industry developments (technical, organizational, financial). Developed in-depth analytic profiles of companies, competition and markets.
- Provided industry research and analysis utilizing data from market research firms, trade publications and associations. Analyzed and synthesized findings in PowerPoint for industry practice leaders and client teams. Developed working knowledge of key industry databases, including IMS, Bloomberg and IRI, and familiarity with other health care, retail and CPG sources.
- Provided customized research for local private equity clients. Projects included researching portfolio investments, M&A consolidation trends and fund performance across all industries.

Consultants International, Washington, DC

Information Specialist, 1998-2000

- Conducted high-level secondary research and basic financial analysis across all industries and functional areas, including health care, telecommunications and high tech. Deliverables included competitive analysis, corporate profiles, financial snapshots, press monitoring and global market analysis.
- Managed multiple projects simultaneously and negotiated deadlines with client teams and partners. Handled research request queue to ensure timely and efficient request processing.
- Acted as global research contact for Post-Merger Management Practice. Conducted in-depth M&A research across all industries and geographic areas. Wrote weekly summaries of top transactions for partner group.

Big Public Relations, Washington, DC

Assistant Research Director, 1997

- Performed company benchmarking, competitive intelligence analysis and press monitoring for account managers and partners. Produced concise summaries and reports on competitive landscape for retail, healthcare and software clients.
- Designed training materials and conducted end-user training sessions for all employees.

COMPUTER SKILLS

MS Office (Word, Excel, Outlook, PowerPoint), Lexis-Nexis, Dialog, Factiva, Capital IQ, Compustat, Bloomberg, Reuters, SDC, Mergerstat, IRI, IMS, Gartner, IDC, Forrester and many other industry-specific online databases

AFFILIATIONS

AIPP
SLA