

Susan M. Lerczak

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SUMMARY

Creative and resourceful **Senior Analyst** with **market research/competitive intelligence** expertise and highly proficient data-mining, technical, and training skills. Recognized as a valuable team member who maintains a strong/positive attitude, strives for and achieves high standards, negotiates win-win outcomes, and **“consistently exceeds expectations/deadlines”**. Demonstrates commitment and drive to manage multiple priorities/projects from inception to completion.

EXPERIENCE

FISHER-PRICE BRANDS, East Aurora, NY

Senior Analyst - Market Research/Competitive Intelligence Team

1998-2008

- Independently coordinated/delivered key research projects that supported company-wide clients and external agencies in meeting tactical and strategic objectives.
- Identified project objectives, developed methodology to address objectives within given timeframe, performed necessary research and analysis, prepared customized reports/decks, and presented findings to the client/senior management.
- Evaluated research, emerging trends, and competitive news from various sources including syndicated data, demographics, internet searches, publications, national trade shows and seminars.
- Collaborated with cross-functional teams, contributing insights and making recommendations for new products/concepts and business opportunities.
- Successfully managed relationship with syndicated data supplier, working to build integrity and value in the data and proprietary software tools. Identified and recommended enhancements that directly impacted and improved the reliability of the industry-wide data-of-record.
- Expertly mined secondary/syndicated data to keep the corporation informed and grounded in a strong understanding of the consumer, competitor, and retail marketplace.
- Supervised department interns and intern projects.
- Developed and implemented communications tools to effectively disseminate competitive and trend data to company-wide clients including co-developing a department intranet web-site to provide clients with 24/7 access to reports, presentations, newsletters, etc.

Business Systems Analyst - Consumer Affairs/Call Center

1995-1998

- Ensured that computer systems were capable of meeting short/long term business goals/objectives including hardware/software installation and usage, development of new systems, identification and implementation of enhancements to existing systems, and developing and executing group/individual employee training.
- Responded to requests from external clients for customized reports and database/system modifications.
- Provided systems support for 85+ call center representatives, addressing day-to-day technical problems encountered by users, functioning as liaison with information systems personnel.
- Supervised systems support specialist.

Transition Team Member

1994-1995

- Following a corporate merger, worked with Fisher-Price and Mattel Systems Departments on start-up and implementation of manufacturing control system and conversion of databases at two facilities.
- Trained Plant Purchasing/Planning employees, coordinated team efforts and troubleshooting, and recommended system enhancements.
- Independently spearheaded start-up and training at a third facility.

FISHER-PRICE BRANDS, East Aurora, NY (continued)

Purchasing Systems Support Specialist

1982-1994

- Collaborated with Purchasing Managers and Systems Analysts on design of new Purchasing System including screen layout, testing, troubleshooting, implementation, and employee training. Interfaced with Systems to resolve day-to-day problems and develop system enhancements.
- Acted as liaison and Electronic Data Interchange (EDI) Coordinator between trading partners and Purchasing/Information Systems employees, including preparation of documentation to identify potential new trading partners.
- Designed and developed new processes that resulted in improved efficiencies and standardized procedures.
- Responsible for expediting shipments including required shipping paperwork, requests for quotation, sourcing, lead-time reduction, and interface with product development.
- Served as Minority Purchasing Coordinator including goal setting, report preparation, and sourcing. Represented Fisher-Price at Chicago Minority Business Opportunity Fair.

EDUCATION

UNIVERSITY AT BUFFALO, **Master of Business Administration** 3.5 GPA **2002**
HOUGHTON COLLEGE, **Bachelor of Science – Organizational Management** 3.9 GPA **1998**
ERIE COMMUNITY COLLEGE, **Assoc. of Applied Science – Computer Information Systems** 3.9 GPA **1996**

COMPUTER SKILLS:

- Advanced skills in MS Word, Excel, PowerPoint, Access, Outlook.
- Expertise with secondary/syndicated data proprietary software including NPD PowerView.
- Superior internet research abilities.
- Readily learns and masters new technology & software.

TRAINING/DEVELOPMENT

- » *Management Skills for Supervisors*
- » *Breakthrough Thinking*
- » *Websearch University – Market Analysis/Competitive Research*
- » *Competia – Internet – Competitive Intelligence & Market Research*
- » *The People Process – Building relationships through understanding personality types*
- » *Franklin Covey – 7 Habits of Highly Effective People*

VOLUNTEER ACTIVITIES

- TEN LIVES CLUB** – Retail Manager, Special Events Coordinator **2002-present**
- Lead fundraising and organize special events for non-profit cat rescue shelter and adoption group.
 - Set up and co-manage retail operation including interviewing prospective adoptive parents to determine suitability and managing volunteers.
- SABAH** – Auction Committee Member, Special Events Volunteer **1992-present**
- Coordinate fundraising and organizing of special events for association devoted to advancing mentally and physically challenged individuals through therapeutic ice skating.
- DISCOVERY SCHOOL** – Mentor **2006-2008**
- Work with student to develop self esteem and social skills.
- JUNIOR ACHIEVEMENT** – Teacher at Parkdale Elementary School **2003**
- Led 5 week program that explored how communities work.