

KIRSTEN HAAS

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Competitive and Market Intelligence Architect with global expertise

Accomplished professional with entrepreneur mindset, combined with deep expertise in market, financial and business analysis. Tenure includes global Fortune 500 companies in the consumer products, government and energy industries. Instrumental in providing insights and analytical foundation and fluent in English and German languages.

Strengths include extensive strategy, leadership, team communications, analytical, and presentation skills

CAREER HIGHLIGHTS

- Developed, implemented and led ongoing market & competitive research and analysis in a fluid environment on relevant markets/position of direct competitors and market dynamics, yielding recommendations to senior leadership and strategic initiatives
- Launched company-wide MI (Market Intelligence) presence on analytical platforms, including Tableau, Seismic IQM, Yammer, 'Honey' enterprise social platform MI insights app, and MS TEAMS/SharePoint, driving adoption of MI tools
- Implemented integrated MS tool serving as Enterprise Management portal

TECHNICAL SKILLS

Current MS Office Suite (Word, Excel, PowerPoint, SharePoint, Yammer, TEAMS), Tableau, Salesforce.com, CRM, Seismic IQM, PeopleSoft, SAP (BW, APO, ERP), Oracle (BI), APICS, Project Management, GovWin, Deltek, SAM.gov, open-source and syndicated data portals, in-house developed proprietary tools

PROFESSIONAL EXPERIENCE

WITT O'BRIENS LLC, an AMBIPAR GROUP company, Remote 2021 – 2023
Global Crisis & Emergency Management – Advisory Consultants

Market Intelligence Manager – Strategy

- Provided thought leadership to deliver competitor, customer and market analysis to shape organizational strategy
- Led market intelligence efforts with emphasis on federal, state, local governments, identifying competitive threats and opportunities, addressable markets, and funding sources to inform go-to market offerings
- Synthesized market intelligence findings to deliver action-oriented support for corporate strategy, business development, sales, marketing, capture, and proposals and responsible for FOIA management
- Created internal business processes, leveraging integrated intelligence tools to provide sustainable insights into operating rhythm of the organization
- Launched internal digital platforms fostering dissemination, communication and collaboration

CHAMPIONX LLC, Houston, TX 2020 – 2021
Global energy chemical technology provider – Engineered Chemistry Solutions

Assistant Marketing Manager – Intelligence & Strategy

- Created competitor and customer profiles depicting strategy on topics including technology, products, innovation, energy transition, supply chain, win/loss, cost/pricing, talent, operations, manufacturing, geography, SWOT, VoC, customer experience and perception, early warning, enabling sales, marketing and leadership strategic decisions
- Ownership of front to end competitor and customer analysis across global marketing
- Aligning with cross-functional global teams, performed periodic strategic and operating planning activities to formulate segment strategy
- Vetted, hired and managed consultants to support intelligence business objectives
- Delivered impactful and measurable insights to leadership driving informed decision-making
- Underpinning sales and marketing by creating recommendations informing products and programs strategy

BAKER HUGHES LLC, Houston, TX 2016 – 2019
Global energy technology provider – Turbomachinery Process & Solutions

Lead Market Intelligence Specialist – Global Marketing

- Led strategic intelligence framework and delivering quantitative and qualitative global market and competitive intelligence assessments in multi-cultural, global setting for second largest global energy services provider
- Curated insights and recommendations to influence marketing leadership decision journey and strategy path
- Managed key industry research and benchmarking (Up/Mid/Downstream, Industrial), Energy Transition, market dynamics, macro/micro view, sectorial trends, financials, win/loss and key planning assumptions
- Built and managed data structure for global metrics capture for KPI's, competitor, peer, EPC, key customer, market sizing, available market, project/prospects tracking, turning insights into Tableau data visualization
- Launched enterprise-wide digital Market Intelligence (MI) platforms (Seismic IQM, Yammer, Tableau) connecting market insights with decision makers
- Contributed thought-leadership to build global, enterprise-wide dynamic metrics 'internal customer' platform
- Operated effectively in an ambiguous environment and overlapping ecosystems (big data, innovation, sustainability initiatives, emerging technologies, rapidly evolving global energy environment)

NRG ENERGY, Inc. - RELIANT ENERGY, Houston, TX

2010 – 2015

Domestic energy retailer

Senior Market Intelligence Associate – Strategy, Innovation, M&A, and Retail Marketing

- Initiated, developed and managed research, (open-source, syndicated), metrics collection, analytical effort, war-gaming and reporting architecture to evaluate existing and potential product and service markets, basing recommendations on competitive analysis and launched Honey app as enterprise-wide social media intelligence platform to build Market Intelligence Program for the largest retail electricity provider in Texas
- Developed and hosted quarterly Market Intelligence (MI) Brief meetings for company-wide audience and senior leadership; authored Deep Dives/Competitor Profiles, MI News Alerts, Weekly Headlines, MI updates for global CEO, market landscape, competitive pricing reports, special projects, legislative, regulatory and ad hoc research
- Managed primary and secondary research, acquired and analyzed company's market pricing positions in products, win/loss, alternative energy and value-add service offerings, SWOT, New Business, VoC (Voice of the Customer) and NPS (Net Promoter Score) in relation to competitors and external best practices
- Used consultative approach to evangelize solutions within the organization to leverage key insights and maintain competitive edge and establish ongoing strategic knowledge base
- Networked with key internal/external decision-makers to identify, understand and implement vital business data and analytical tools to support strategic initiatives
- Mentored and championed new staff, contributed thought leadership, subject matter expertise and actionable insight to grow retail business in the Connected Home, Distributed Generation, Solar, Innovation, M&A, Social Media Insights, Residential, Corporate & Industrial and Small Business space
- Authored and launched Reliant Energy Market & Competitive Intelligence MS SharePoint platform utilized as a central MI repository achieving organization-wide Market Intelligence presence, removing barriers to access

DISTRIBUTION NOW, Inc. – formerly WILSON COMPANY, Houston, TX

2006 – 2010

Global industrial distributor to the energy industry

Senior Marketing Analyst – Global Sales

- Reported to VP-Industrial Sales, and played integral role in executive decision-making process
- Meeting tight deadlines, extracted complex datasets and re-designed information into concise format for senior management used for strategic planning; reports included financial modeling, forecasting, competitive market analysis, market share, market size and penetration, segment performance, sales revenue, gross margin, and volume (actual vs. projected), trends, profitability, segmentation and customer profiling
- Spearheaded and delivered comprehensive "U.S. Energy Market Survey" identifying new U.S. market opportunities and grew business by 20% gross margin. Managed project scope, designed survey, developed content and final presentation, hired consultants, provided risk analysis, market forecast, and business analysis

EDUCATION / PROFESSIONAL DEVELOPMENT

Master of Business Administration - International Business, University of St. Thomas, Houston, TX

Bachelor of Arts - International Studies, University of St. Thomas, Houston, TX - Summa Cum Laude

Certified Competitive Intelligence Professional CIP-I through Fuld-Gilad-Herring Academy of Competitive Intelligence