

Noah Ganter

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Marketing data scientist with 25 years of experience leading analytics organizations across CPG, pharmaceutical, retail, and ad-agency environments. Proven track record building scalable marketing-mix modeling platforms, leading high-stakes client pitches, and translating complex data into actionable strategy for Fortune 500 brands — now focused on applying machine learning and LLM technology to modernize marketing analytics.

PROFESSIONAL EXPERIENCE

Publicis Groupe

New York, NY · 2014 – 2026

Senior Vice President of Analytics

Led agency-side marketing analytics across pharmaceutical, CPG, and retail clients; built the firm's proprietary in-house MMM platform and led several successful new-business pitches.

- Built and scaled JMS, a web-based marketing-mix modeling platform (2014–2026) that cut typical MMM delivery time in half, reduced required team size from 3–6 analysts to 2, and generated \$2M–\$5M in annual revenue across a dozen-plus clients.
- Led the winning pitches for Alkermes and Astellas and won the Pfizer MMM engagement — one of the largest accounts in agency history — guiding a 3-year partnership (2023–2026) that transitioned Pfizer's MMM capability fully in-house.
- Ran the Molson Coors MMM program (2014–2021) across the US, Canada, UK, and Romania, generating \$1M–\$2M in annual revenue with a team of 3, including sponsorship-marketing impact models.
- Guided National Vision Inc.'s MMM program (2015–2019) as sales grew from \$200M to over \$1B annually, helping the client shift from local spot marketing to national TV strategy.
- Delivered ongoing MMM, forecasting, and ROI programs for Abbvie, Sanofi, Beam Suntory, Haleon, Alcon, and Comcast, spanning HCP, DTC, retail, and e-commerce channels.
- Developed freeloadr, a machine-learning-driven automated data ingestion and processing application (2014–2026).

Marketing Fusion Analytics, Inc.

New York, NY · 2013

Vice President of Analytics

- Developed category share models (Multiplicative Competitive Interaction) for the Frito-Lay portfolio — Lay's, Doritos, Ruffles, and Fritos — supporting ROI and line-extension cannibalization analysis.
- Led a marketing mix study for Nature's Made vitamins (Pharmavite), focused on Costco promotional strategy, presented directly to the executive team.

Nielsen Inc.**Stamford, CT & Chicago, IL · 2007 – 2013***Vice President of Analytics*

Developed deep expertise in CPG sales, pricing, and promotion analytics; led the Custom Analytics Group.

- Led the Custom Analytics Group (2011–2013), managing a team of 5 and generating \$4M in annual revenue by servicing client requests in-house rather than through outside vendors.
- Built a Multiplicative Competitive Interaction model for Procter & Gamble spanning 20+ brands (Tide, Pampers, Gillette, Crest, and more) across 5 major retailers to quantify promotional cannibalization and share-stealing.
- Clustered 80,000 stores into 3,000 retail trading areas for a P&G store-switching study; presented findings at the ART Forum (San Francisco, 2009).
- Forecasted Heinz/Prego category sales shifts during the 2008–2009 recession, correctly linking demand changes to unemployment trends.
- Delivered structural equation and CART-based studies for Coca-Cola and Mondelez (Kraft), and store-profiling and downshifting analyses for Sam's Club, General Mills, and Sun Products; presented consumer needs-state research at the ART Forum (Chicago, 2013).

Immediate FX, LLC**Southport, CT · 2002 – 2007***Director of Analytics*

Helped grow a marketing/software startup through to its successful acquisition by Symphony (IRI).

- Built HCP-level test/control matching and identity-graph systems for Bristol Myers Squibb (Coumadin, Plavix, Abilify), including a web-based application for pairing and analysis.
- Delivered Excedrin sales forecasts within 5% accuracy annually using ARIMA/ETS models, correctly forecasting the impact of the Excedrin Tension Headache campaign.
- Developed HCP-level and market-level marketing mix models across the US, UK, and France for Bristol Myers Squibb (Plavix, Abilify, Erbitux, Enbrel), plus MMM programs for Mars and T-Mobile, each supported by custom web-based reporting tools.

Summitry Inc.**Yorktown Heights, NY · 2001 – 2002***Data Analyst*

- Developed conjoint analyses for Ford (new SUV feature optimization) and Gillette (Mach3 razor), directly informing client product design decisions.
- Built a market structure model for PepsiCo beverages using SIP Panel data, confirming daypart-based consumption patterns that guided positioning for a new product line.
- Built iPanel, an online survey collection platform that gathered responses from over 10,000 participants.

EDUCATION

Ph.D., Psychology

University of California, Santa Cruz · 2001 · Focus: Message Communication & Influence, Data Analysis, Statistical Testing

M.S., Psychology

University of California, Santa Cruz · 2000

B.A., Psychology

University of Southern California · 1992

TECHNICAL SKILLS

Data Analysis: SAS, R, Python, SPSS

Databases: Databricks, Snowflake, SQL Server, MySQL, Redshift, Hadoop, Hive, Hue

Machine Learning & AI: PyTorch, LLM Architecture
& Training, Neural Network Modeling, MCP Server
Development

Web Development: JavaScript (Angular, D3), PHP,
Apache, Python Flask, HTML5, RESTful APIs