

STEPHEN LOVELADY

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Personal Date of Birth: 21st August 1984 Nationality: British

Education **The University of Warwick**, Coventry, CV4 7AL, UK

PhD in Economics, October 2006 – August 2012

- ~ Research in the field of Behavioural Economics entitled Experiential Regret Aversion
- ~ PhD Supervisors: Dr. Daniel Sgroi and Dr. Jonathan Cave
- ~ Taught modules taken in Advanced Microeconomic Theory, Advanced Macroeconomic Analysis, Advanced Econometric Theory, Behavioural Economics and Development Microeconomics

MSc in Economics, October 2005 – September 2006

- ~ Dissertation entitled “The Effect of House Prices on Labour Supply”
- ~ Taught modules taken in Microeconomic Analysis, Macroeconomic Analysis, Econometrics, Labour Economics, Economic History and Game Theory

BSc (With Honours) in Maths and Economics, Class 2 Division 1, October 2002 – September 2005

- ~ Taught Economics modules taken in UK Economic Policy, 20th Century British Economic History, Mathematical Economics, Microeconomic Theory
- ~ Taught Maths modules taken in Metric Spaces, Applied Analysis, Mathematical Statistics, Linear Algebra, 3D Geometry and Motion and Group Theory

BPP Professional Education

CIMA Certificate in Business Accounting, December 2012

- ~ All exam marks in excess of 78%

Merchant Taylors' School Boys, Liverpool, L23 0QP, UK

Level	Subject	Grade	Date
A2	Economics, Maths, Further Maths, Physics, General Studies	A	2002
Advanced Extension	Economics	Merit	2002

Professional Experience **Global Modelling & Analytics Manager – CMI, Unilever**, Port Sunlight, CH63 3JW, UK, June 2014 onwards

- ~ Global Modelling & Analytics Manager within CMI Advanced Analytics Unit
- ~ Responsible for production and delivery of long term category forecasts
 - ≈ Developed using a combination of R, Excel, Alteryx and Tableau
 - ≈ Updated every 6 months to deliver proprietary insight for use in category strategy development
 - ≈ Built in partnership with senior management and category teams, balancing the needs of multiple stakeholders and designed to be intuitive and easily accessible
- ~ Market emergence modelling specialist
 - ≈ Working with global category teams to statistically identify the key market emergence and category growth drivers, including market development opportunities and white space analysis
 - ≈ High level knowledge of cross-country consumer, macro and socioeconomic data sources
- ~ Global analytics lead for proprietary consumer segmentation technique
- ~ Regularly provide quality assessment of new and existing data analytics partner organisations
- ~ Working knowledge of brand equity measures and marketing mix modelling

Management Consultant – Deloitte MCS Ltd, London, EC4A 4TR, UK, September 2012 – May 2014

- ~ Marketing and Insight consultant specialising in Customer Analytics and Agency Management
- ~ Delivered customer segmentation and visualisation for leading UK insurance client, enriching existing customer data with third party information to build new picture of existing customer base for cross-sell and up-sell opportunities
- ~ Workstream leader for agency management transformation at global FMCG client, responsible for benefits modelling and tracking, and implementation of new remuneration model, aligning agency performance to business objectives facilitated through enhanced data capture process
- ~ Behavioural Economics subject-matter expert, leading growth of internal knowledge development and advising clients on key considerations surrounding new regulation in the field
- ~ Lead editor for development of analytics playbook, rolled out across Western Europe and EEMEA
- ~ Marketing and events coordinator for graduate recruitment activities at University of Warwick

International Recruitment Officer – *The University of Warwick*, Coventry, CV4 7AL, UK, 2011 – 2012

- ~ Researching and promoting the Department of Economics in core international markets, including speaking events in overseas schools and developing publicity materials for recruitment agencies

STEP Enterprise Placement – *Purple Monster Training*, Leamington Spa, CV31 2GB, UK, Summer 2007

- ~ Produced market research project analysing business development plan and market share expansion
- ~ Created strategy document and competitors database to establish culture of disciplined information gathering

Academic
Experience

***The University of Warwick*, Coventry, CV4 7AL, UK**

Teaching Fellow, Department of Economics, *September 2009 – September 2012*

- ~ Lecturer of Microeconomics in core first and second year undergraduate modules (EC109 & EC204)
 - ≈ Responsible for course design and delivery, and production of lecture, seminar, webpage, supplementary, assessment and exam material
 - ≈ Responsible for coordinating seminar tutors and providing individual office hour tuition
- ~ Lecturer of Econometrics in core second year undergraduate module (EC226)
 - ≈ Responsible for delivery of fortnightly revision lectures, and production of lecture and webpage material
- ~ Head Seminar Tutor for second year undergraduate module Econometrics 1 (EC226)
 - ≈ Conducting seminars, marking assessments and providing individual office hour tuition for economics diploma students
 - ≈ Responsible for coordinating seminar tutors, liaising with module leaders, and monitoring and moderating module discussion forum

Admissions Officer, Department of Economics, *December 2009 – September 2012*

- ~ Evaluating and processing undergraduate overseas UCAS applications for Department of Economics courses, and giving open day talks and presentations to prospective students and parents

Experimental Laboratory Coordinator, Department of Economics, *December 2009 – September 2012*

- ~ Coordinating subject recruitment for multiple experimental research sessions, including designing and maintaining subject recruitment website and database
- ~ Assisting with experimental design and execution of several joint academic research projects in a wide variety of modern research fields

Aspirations and Poverty Workshop Coordinator, Department of Economics, *Autumn 2009*

- ~ Produced publicity material, guest invitations, call for papers and workshop website
- ~ Coordinated logistical requirements for workshop and provided support for individual participants

Seminar Tutor, Department of Economics, *September 2007 – July 2009*

- ~ Conducted seminars, marked assessments and exams, and provided individual office hour tuition for economics undergraduate students in first year combined Micro and Macroeconomics module

Skills

Major: MS Word, Excel & PowerPoint, Stata, R, Tableau, Economics, Econometrics, Behavioural Economics, Experimental Economics, Research, Lecturing, Data Analytics, Segmentation, Visualisation, Predictive Modelling, Agency Management, Recruitment, Public Speaking

Minor: SPSS, SAS, Qlikview, Alteryx, z-Tree, LyX, LaTeX, Corel Paint Shop Pro X2

Interests

The University of Warwick Students' Union (UWSU), Coventry, CV4 7AL, UK

- ~ Trustee of UWSU and member of UWSU Executive Committee & Council, 2006 – 2007
- ~ UWSU Student Sport Committee Chair, 2006 – 2007
- ~ Member of Warwick Sport Management Group and Warwick Sport Board, 2006 – 2007
- ~ UWSU Sports Federation Committee Events Coordinator, 2004 – 2006

The University of Warwick Ten-pin Bowling Club (UWTBC), Coventry, CV4 7AL, UK

- ~ UWTBC President, 2004 – 2005
- ~ UWTBC Treasurer, 2003 – 2004
- ~ UWTBC First Team Member and twice National Championship Winner, 2002 – 2010

The University of Warwick Polo Club (UWPC), Coventry, CV4 7AL, UK

- ~ UWPC Sponsorship and Fund-raising Officer, 2005 – 2006
- ~ UWPC Treasurer, 2004 – 2005
- ~ UWPC Team Member, Captain and twice National Championship Winner (-1 HCap), 2003 – 2010

Other interests include football, badminton, squash, poker, computer aided design and cooking