

Kurt Kloster

Working at Sprint in Marketing Research

Summary

I am a motivated self-starting professional data analytics analyst and consumer marketing analyst. I have worked with both quantitative and qualitative data. I have extensive experience leading large projects and teams. I have the superior ability to communicate analytic results to all levels of management. I have the unique ability to see underlying connections and consumer impacts that others miss. I am looking for a position where I can maximize my leadership, insight, independence and flexibility.

Specialties

Team leader, educating clients, statistical analysis, insights into consumer motivations, connectedness, context and learner. • SAS 9.2 • SAS Macro • SAS Stat • SPSS V19 • IBM SPSS Data Collection Administration • IBM SPSS Data Collection Scripting: (Survey Creation) Level I • Crystal Ball • Terradata SQL 13.0 • EXCEL 2010 • Power Point 2010 • Word Power Point 2010

Experience

Senior Marketing Research Analyst at Sprint Nextel

October 2010 - Present (4 years 10 months)

Responsible for consumer survey development, survey analysis, database investigations, modeling, segmentation and survey methodology evaluation.

Crew Leader at United States Census Bureau

April 2010 - August 2010 (5 months)

I am currently working as Crew Leader for the Census VDC project. I am managing Enumerators who collect Household information on vacant, demolished or housing under construction. Previously I was managing Enumerators who were collecting household information for the regular US 2010 Census. I am responsible for observing field Enumerators, reviewing/accepting/rejecting completed surveys, and other assigned administrative duties.

2 recommendations available upon request

Lead Business Analyst at American Multi Cinema (AMC)

April 2007 - April 2009 (2 years 1 month)

As Lead Business Analyst I was responsible for managing a team of three support personnel, managing preshow content, and managing special full length feature events. I was also responsible for software upgrades to over 250 sites; as well as, software conversion to 85 new theatres. I analyzed and presented compliance information for Senior Management.

Senior Consumer Research Analyst at Hallmark Cards

February 1987 - November 2006 (19 years 10 months)

Managed all aspects of the Greeting Card Industry estimation process -- survey creation, sampling, process improvement, estimation, data maintenance, analysis and presentation.

2 recommendations available upon request

Skills & Expertise

SAS

Statistics

Microsoft Excel

SPSS

Leadership

Segmentation

Management

Analytics

Marketing Research

Analysis

Qualitative Research

Education

University of Missouri-Columbia

MBA, Business, 1985 - 1986

University of Missouri-Columbia

MSIE, Masters of Science Industrial Engineering, 1985 - 1986

Activities and Societies: President, Treasurer and Rush chairman for Alpha Sigma Phi fraternity.

University of Missouri-Columbia

BSIE, Industrial Engineering, 1980 - 1984

Avila University

Kurt Kloster

Working at Sprint in Marketing Research



4 people have recommended Kurt

"Kurt is a very organized and detailed individual. He stepped into a position that needed a lot of straightening out and has done an excellent job of not only managing his crew, but also keeping on top of daily goals and meeting all expectations. As a leader, he has been able to keep his crew enthusiastic and productive throughout our project."

— **Andrew C.**, *Field Operations Supervisor, US Census Bureau*, managed Kurt at United States Census Bureau

"Kurt's work with the Census was clearly superior. He understood what his role was and I immediately promoted him to Crew Leader Asst. After showing his willingness to help in any way with the project, I recommended him for Crew Leader and he's been doing great in that position as well."

— **Rick T.**, *Free-Lance Talent & Creative Writer, Self-Employed*, managed Kurt at United States Census Bureau

"I worked with Kurt at Hallmark and have kept in contact with him over the years; I know him and his work product well. Kurt is 1. great with data in being able to analyze it, to make it relevant to the company, and explain the implications of the data in a concise manner so that it can be acted upon. 2. known for his exceptional work ethic. He is not only self-motivated, but like a seasoned professional, Kurt takes ownership of the project working through to its conclusion without getting bogged down or sidetracked. 3. good with clients and is able to not only create a good working relationship but also break down analyses into manageable, understandable points. He doesn't talk over the heads of his audience and he has no need to sound grandiose. I can highly recommend Kurt to fill all types of research positions--both qualitative and quantitative."

— **Matrese B.**, *Senior Researcher, John Deere*, worked directly with Kurt at Hallmark Cards

"Kurt provided strong leadership in Hallmark's development of greeting card estimates. His depth of knowledge and insight provided guidance through multiple process improvements and supplier changes. Kurt was instrumental in developing a methodology to logically adjust and merge divergent data streams. He led the development of new data quality checks; as well as, data cleaning procedures. Kurt is easy to work with, focuses on getting the job done and is always willing to go the extra mile for anyone."

— **Monte S.**, *Senior Research Analyst, Hallmark Cards, Inc.*, worked directly with Kurt at Hallmark Cards

[Contact Kurt on LinkedIn](#)