

Contact

www.linkedin.com/in/brian-popp-mba (LinkedIn)
www.yrcw.com (Company)

Top Skills

Strategy
Management
Competitive Analysis

Brian Popp

Manager, Marketing Analytics and Research at Famous Footwear
Edwardsville

Summary

My career path has taken me through business large and small, and across multiple key industries. From a Fortune 500 company to a family-owned small business and now to a global retailer, my experience has given me the unique opportunity to see many sides of business. As a Strategy Analyst and later Manager of Business Analytics at YRC, I was able to produce and analyze high-level business critical reports--both operational and financial--and influence the formulation of corporate-wide strategy. As an Operations Manager at KTI, I learned the importance of time management and was involved with all of the major aspects of business: human resources, finances, marketing, information technology, and supplier relations.

My experience leading teams in companies large and small, service industries and product industries, B2B and B2C, has given me the flexibility of being able to understand each business situation and how it fits in the larger scheme of profitability, company goals, and long-term vision.

Specialties: Team leadership, Internal analytics, competitive analysis, internal financial analysis, purchasing, marketing communication, drawing usable information out of impenetrable data sets.

Experience

Caleres, Inc.

Manager, Marketing Analytics and Research

May 2019 - Present (1 year 7 months)

Greater St. Louis Area

Build-A-Bear Workshop

5 years 4 months

Senior Manager CRM & Loyalty

January 2018 - May 2019 (1 year 5 months)

Greater St. Louis Area

Senior Manager Merchandise Planning

January 2017 - January 2018 (1 year 1 month)

Greater St. Louis Area

I lead the Merchandise Planning team at Build-A-Bear. We are responsible for determining buy quantities for all merchandise sold in our corporate-owned stores worldwide.

Sr. Business Anabearlyst

February 2014 - January 2017 (3 years)

St. Louis, MO

As an analyst my responsibility is to identify, define, and answer the biggest questions facing Build-a-Bear Workshop. In my role within the Finance group leading the cross-functional Analytics team, I have the opportunity to work closely with leaders throughout the organization.

YRC

Manager, Business Analytics

December 2011 - January 2014 (2 years 2 months)

Overland Park, KS

I'm responsible for analytics within the Marketing group at YRC. My job is to convert internal and external data into actionable information, and deliver that information in digestible formats to decision-makers.

YRC Worldwide, Inc.

Sr. Project Manager

June 2011 - December 2011 (7 months)

Kruger Technologies, Inc.

Operations Manager

May 2009 - June 2011 (2 years 2 months)

As Operations Manager, I was responsible for IT, Finance, Analytics, Supply Inventory, Vehicle fleet, and key internal processes for KTI, a Professional Engineering Services firm. I also assisted the Vice President in overseeing Marketing and Strategy.

YRC Worldwide

Strategy Analyst

June 2007 - May 2009 (2 years)

As a Strategy Analyst in the Pricing and Yield Management Department for YRC North American Transportation, I was responsible for internal and external analytics focusing on base rates for YRC carriers and their primary competitors. Responsibilities included all analysis associated with the annual General Rate Increases (GRI) for legacy Yellow and Roadway non-contractual base rates.

Southwestern Company

Salesman

May 2005 - August 2005 (4 months)

As an independent contractor in direct sales of education books and software, I prospected and approached over 2,700 families from various socioeconomic backgrounds; executed all ordering, inventory, sales, accounting, scheduling, presentation and delivery of product; and finished as the #3 selling student out of 40 students in my group.

Education

University of Missouri-Columbia

Master of Business Administration (M.B.A.) · (2006 - 2007)

University of Missouri-Columbia

BSIE, Engineering · (2002 - 2006)

Jefferson City High School