

# Kevin Braidy

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## PROFILE

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Dynamic, highly accomplished and results-driven multilingual MBA with a successful track record in product management and market intelligence in the car industry. Creative, innovative and enthusiastic leader with excellent interpersonal and communications skills. Hard-working and reliable individual consistently promoted to positions of increased responsibility.

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## CORE COMPETENCIES

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- Product and Brand Management
- Marketing Research
- Operations Management
- Marketing Communication
- Strategic Planning
- Product Development
- Team Building and Leadership
- Sales Management
- Project Management

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## EDUCATION

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- Texas Tech University, Rawls College of Business** - United States of America **2009 - 2010**
- MBA: Master of Business Administration (*December 2010*)
  - Graduate Assistant, International Business Education Resource Center
- Groupe Sup de Co Montpellier, Montpellier Business School** - France **2005 - 2010**
- MIB (DESCM): Master of International Business (*December 2010*)
  - BSCM: Bachelor Honours in Science of Management (*May 2007*)
- Tecnológico de Monterrey, Campus Guadalajara** - Mexico **2006 - 2007**
- LAE: Courses of Licenciatura en Administración de Empresas (*Validated ECTS Credits*)

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## WORK EXPERIENCE

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- Nissan Motor Co., Ltd.** - Japan **April 2014 - Present**
- Market Science Assistant Manager, Global Market Intelligence**
- Promoted from Analyst to Assistant Manager level with increased responsibilities in March 2015.
  - Responsible for developing scientific decision-making tools to maximize Nissan's competitiveness and profitability.
  - Coordinate the implementation of Marketing Mix Model and Multi-Source Attribution tools to measure marketing ROI and contribution to sales.
  - Lead analysis and strategy to increase efficiency and effectiveness of marketing investments in terms of overall brand opinion or sales.
  - Provide a web-based simulation platform to help regional marketing teams plan and optimize their budget expenditures: FMI: VME ratio, media allocation, flighting strategy, etc.
  - Contribute to the Renault-Nissan Alliance by helping Renault to implement the Marketing Mix Model tool already developed by Nissan.
  - Negotiate contracts of customer satisfaction surveys for Nissan globally: mainly SSI and CSI surveys that aim at providing complete perspective on sales and aftersales processes.
  - Support Global Sales members for analyzing customers' satisfaction in details and across regions.
- Nissan Europe SAS** - France **August 2011 - March 2014**
- Product Intelligence Coordinator, Brand and Market eXpertise**
- Promoted from Officer to Coordinator level with increased responsibilities in April 2013.
  - Coordinated ad hoc and milestone market intelligence activities for Nissan and Infiniti in the AMIE region.
  - Managed upstream research projects, including studies such as: Target Analysis, Target Insight, Home Placement Programme, Concept Test or Attractive Quality Target Setting.
  - Conducted Product and Communication Clinic projects, where future models are both quantitatively and qualitatively compared to their competitive set.
  - Handled the employee database with its Empathetic Employee Panel and accompanying projects.
  - Led ad hoc research activities to support key business needs on various topics: loyalty, electric vehicles, IT systems or dealer network development.
  - Accomplished all the specific tasks expected for all product intelligence projects: designed requests for proposals, selected agencies, managed individual project budgets, designed questionnaires and guides, held kick-off meetings, monitored fieldwork sessions in different countries or processed and analyzed data.
  - Reported research findings to internal clients and executives: Corporate Vice President for Market Intelligence, Senior Vice President for Design, Corporate Headquarters and Regional Business Units constituents.

**Renault UK Limited** - United Kingdom

**July 2008 - July 2009**

**Product Manager, Clio and Campus**

- Developed and executed the marketing strategy for the launch of the new Clio in the UK car market.
- Involved in the selection of equipment and engine availability for the new Clio (Hatchback, Estate and Renaultsport).
- Coordinated all the administrative tasks for the launch of the new Clio: MVRIS, CAP and VCA registrations.
- Ensured vehicle production and stock, providing mix forecasts for current and future factory orders.
- Produced analysis and reports regarding KPI's: orders, registrations, margins, pricing and forecasting.
- Developed partnerships for special editions (Rip Curl and TomTom).

**Renault UK Limited** - United Kingdom

**September 2007 - July 2008**

**Assistant Brand Manager, Smalls Cars and Customer Offers**

- Assisted the product and the brand managers in implementing the marketing strategy for the Renault small cars.
- Produced performance analysis concerning the orders and the registrations (daily and weekly brand reports).
- Monitored the price positioning: quarterly "photoprix", monthly "indice des prix" and Jato<sup>®</sup> analysis.
- Maintained the competitor analysis files: customer offers, price-lists and Jato<sup>®</sup> news.
- Completed ad hoc projects: diagnostics, "dossier prix" and new product launch research.

**PSA Peugeot Citroen** - France

**June 2007 - July 2007**

**Research Analyst, PSA Research Laboratory**

- Audited and analyzed the functioning of the research laboratory within a PSA Peugeot Citroën car factory.
- Produced a satisfaction study as part of the CAP 2010 growth and competitiveness program.
- Used the qualitative and quantitative research toolkit: in-depth interviews and surveys.

**4B Medical Service** - France

**2004 - 2006 (Summer)**

**Assistant Project Manager, 4BMS**

- Organized a series of events in the medical field: conferences, seminars and fairs.
- Analyzed and improved promotional offers for the northeast part of France.
- Coordinated direct marketing campaigns: mailing and phoning.

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**LANGUAGES AND COMPUTER SKILLS**

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**French:** Native Language

**English:** Fluent

**Spanish:** Fluent

**Computer Skills:** Mac OS X, Windows 7, Microsoft Office 2010 (Word, Excel, PowerPoint, Publisher and Outlook), Microsoft Access, Microsoft Project, iWeb, Dreamweaver, Sphinx Plus<sup>2</sup>, mTABWeb

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**AWARDS AND HONORS**

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**Rawls Scholarship:** Awarded for 2009 - 2010 Academic Year