

Andrew Ziegler

888 Wimbledon Dr., Medina, Ohio, 44256 | (440) 315-3273 | AZiegler0987@gmail.com | [linkedin.com/in/aziegler0987/](https://www.linkedin.com/in/aziegler0987/)

Profile

Consumer insight and product researcher with extensive experience serving as the voice of the consumer. Proven expertise in designing and executing quantitative and qualitative research including focus groups, in-home testing, and CLTs. Proven experience in translating findings into actionable product improvements and business decisions.

Experience

SCIENTEST | J.M. SMUCKER'S COMPANY | AUGUST 2019 – PRESENT

- Led and executed multiple types of research, including focus groups, IDIs, In-Home interviews, In-Home Product Guidance Tests, and CLTs, utilizing both internal sensory and external research for multiple brands, including Uncrustables, JIF Peanut Butter, and Smucker's Fruit Spreads
- Executed a national CLT delivering results to the executive team showing that Smucker's Fruit Spreads was liked more than leading premium competitors, with competitors' core user base confirming that there was no need to spend capital on reformulating any product, but instead to reinvest in marketing and brand strategy to win back users
- Managed an in-home use test, understanding usage and frequency of a new product, and uncovering a 12% increase in purchase intent after continued usage with "heavy product users"
- Executed a multi-year study tripling the shelf-life of away-from-home SKUs that brought in millions of potential new sales opportunities and cost-saving opportunities
- Led sales team meetings with the Away From Home team, developing documentation and in-person demonstrations on ways to sell to potential clients, including how to run a product cutting and supporting documentation for the sell-in story

SUBWAY | ANALYST | JANUARY 2016- AUGUST 2019

- Analyst for R&D and the Culinary team to offer unique insights to cross-functional teams on employee, store owner, and customer insights by being hands-on in the development of new sandwiches and operational changes with equipment, ensuring that a new product is delivered on flavor, operational efficiency, and profit margins
- Coordinate, observe, and execute quantitative and qualitative research in both developing the questionnaire and/or discussion guide, as well as doing product prep and building sandwiches for research to deliver more developed insights on not only customer feedback but also operational insights and challenges
- Closely work with the operations and culinary team on how to properly build sandwiches and use new equipment, looking for potential issues at the store level that could be a safety issue or a potential time-saving opportunity
- Update food costs biannually and produce reports for estimated costs for future marketing windows
- Implement and manage an internal research sensory panel, resulting in annual savings of \$250k

Education

B.S. IN BUSINESS ADMINISTRATION - MARKETING

DECEMBER 2021 | SLIPPERY ROCK UNIVERSITY, SLIPPERY ROCK, PA

Skills & Abilities

- End-to-End Quantitative & Qualitative Research
- Innovation & Renovation Research Leadership
- Data Analytics & Insight Story Telling
- Focus Group Moderation
- Vendor Management & Research Execution Oversight
- Cross-Functional Strategic Partnership
- Research Design (Surveys, Discussion Guides, In-Home & Field Studies)

Activities and Interests

- JM Smucker Company
 - 2024 and 2025 Individual Volunteer Hours Award recipient
- Allycats and Aristocats
 - Pro Bono Insights Consultant
 - Conduct semiannual focus groups with volunteers to understand what is working and isn't working within the organization
 - Develop summary and recommendations to the board on how to improve volunteer engagement
 - Foster Cats
- Charity Dungeons and Dragons Campaigns
 - Assist with the organization and execution of Dungeons and Dragons events that support raising funds for the Akron Children's Hospital