

Brandon Bethea

Insights & Intelligence Leader | Competitive, Market & Consumer

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PROFILE

Builder of research and intelligence products that leaders act on. 20+ years in marketing analytics and competitive intelligence: built Hyundai's competitive-intelligence system, used in executive plan reviews and rolled out to Genesis and Kia; led emotional-response research from an agency EEG lab to biometric creative testing for AT&T; designed AT&T's partnership scorecard; and built The Brain, an AI decision-intelligence prototype.

CORE STRENGTHS

Competitive & Market Intelligence • Consumer & Audience Insights • Brand Tracking & Brand Lift Research • Biometric & Creative Testing • Segmentation & Personas • Syndicated Research (MRI-Simmons, Nielsen) • Intelligence Operating Models • Executive Storytelling • Analyst Team Leadership • AI-Enabled Insight Workflows

WORK EXPERIENCE

Innocean USA — Vice President, Media Intelligence

Huntington Beach, CA | 2023–2026

- Built the competitive-intelligence system Hyundai's leadership used to review regional plans: national share-of-voice tracking, regional competitive diagnostics and monthly TV creative scoring, with impressions layered onto competitor spend to show where rivals invested. Rolled it out to Genesis and Kia; other departments adopted its governance reports as a template.
- Designed a model response matrix weighing each vehicle model's search momentum against competitive media support to guide TV rotation decisions; built the monthly CMO review both agencies presented as one team.
- Briefed the CMO on model-portfolio efficiency analyses that The Brain drafted in minutes instead of days.
- Guided Hyundai executives' TV ad-rotation decisions every month, sometimes several times a month, with a creative report combining iSpot, EDO and ACE Metrix, benchmarked by audience and by sports vs. total TV.
- Conceived The Brain, an AI decision-intelligence prototype (Microsoft Copilot, governed RAG) that encoded a decade of automotive competitive intelligence into executive reporting and cut weekly reporting from days to minutes; built the initial prototype, then ran point on the technical setup as the team built it out.
- Extended the intelligence practice beyond automotive to healthcare and golf clients, redesigning cross-channel reporting around clear takeaways.
- Developed a four-analyst team from internal reporting into client-facing presenters; promoted one to Senior Analyst.

Mindshare — Group Director, Advanced Analytics

Los Angeles, CA | 2019–2023

- Led a team of ~10, including contracted Andela data engineers, as analytics partner to client executives across Unilever, Ferrero, Kimberly-Clark, Tyson, Purina, Blue Buffalo, ARCO/ampm, loanDepot, Dollar Shave Club, Qualcomm, Japan Airlines, SK Life Science and Arizona State University.
- Carried the biometric research concept to Mindshare, where it became a staffed Neuro Lab offering, and sold it into Arizona State University.
- Built a series of Synapse machine-learning modules (DataRobot, Microsoft Azure) with Mindshare's LA team as business lead for pricing and roadmap; other offices adapted them for their clients as Synapse grew revenue 25% year over year; won Mindshare's Good Growth Award (Data Innovation).
- Targeted Arizona State University's high-propensity prospects with Synapse scoring, and led the Creative Analysis module that tagged ad attributes with Google Vision AI and scored them with machine learning to guide which creative ran.
- Gave ARCO/ampm leadership a validated read on what media contributed through the Brand2Demand program (2019–2023), a linked brand-value and sales model; led it as client owner, project lead and primary presenter, and led the 2022–23 refreshes and a parallel ARCO fuel and ampm c-store program while data scientists built the models.

Hearts & Science — Senior Director, Marketing Sciences

Los Angeles, CA | 2017–2019

- Led analytics for AT&T Mobility & Entertainment with a bi-coastal team of 10.

- Designed the weighted scorecard that informed AT&T's Hello Lab partnership planning, ranking celebrity, event and content partnerships on brand and business impact; also built the measurement framework for a Shorty Award-honored content initiative.
- Brought biometric creative research to AT&T: a 2,000-person Dumbstruck study of five TV spots that guided creative, alongside holdout-market tests measuring incremental outcomes.
- Led the change management behind AT&T's shift from last-touch to multi-touch attribution and MMM across three lines of business: resolved a data-taxonomy audit that unblocked optimization and built a three-tier training program from the field to executive leadership.

Possible (now part of Wunderman Thompson) — Director, Media & Analytics

Los Angeles, CA | 2015–2017

- Won agency investment in an EEG research lab after identifying that Possible pitched emotional connection but reported results like every other agency; used iMotions and post-exposure surveys to map how personality archetypes respond to messaging, shaping templates and content-library assets and strengthening new-business positioning.
- Built Mitsubishi Motors North America's website optimization program across the OEM and its partner agencies: an in-house research panel profiled by personality archetype screened new assets, and live A/B tests picked the winners before launch; persona-led testing became Possible's standard landing-page process.
- Drew Belkin executives into social strategy with a weighted competitive social benchmark, adapted from a scorecard method originated at Sq1.

Sq1 — Vice President, Optimization Sciences (concurrently President, Adaptive Audience)

Dallas, TX | 2011–2015

- Co-founded and architected Adaptive Audience, a privacy-first platform (Turn, Adometry, LiveRamp) that matched digital media exposure to in-store sales, ran as Sq1's trading desk funding new services, and contributed to Sq1's 2015 acquisition by Ansira; led a big-box retailer's media program, the subject of a Forrester Consulting Total Economic Impact study commissioned by Sq1.
- Created and named SMART™, Sq1's conversion-optimization methodology, plus the standard offering, pitch process and templates as the agency grew from ~40 to ~140 people; led the analytics (~10) and media (~10) teams through five Senior Directors, plus the agency's products and product marketing.

EARLIER CAREER

Director, Optimization — ZAAZ, 2009–2011 (led Nokia's global team of A/B test managers across seven markets) • Director, Digital Media — Vertis Communications, 2008–2009 • Earlier in-house roles: Marketing Manager, Email & CRM at SuperPages.com (Verizon), running all email programs on ExactTarget, now Salesforce Marketing Cloud; E-Commerce Marketing Manager at Cox Communications (email, CRM and web analytics); Digital Marketing Manager at Tyler Junior College (site redesign and online registration)

RECOGNITION & PUBLICATIONS

Case studies published by LiveRamp and Adometry (by Google), 2014, quoted by name as President, Adaptive Audience • Co-presenter, Conversion Conference West 2012 (with a client) and XCMO Summit 2014 (with LiveRamp) • Bylines, Ad Age (2017) and Total Retail (2014) • Mindshare Good Growth Award (Data Innovation) • WPP Data & Analytics award (team, 2020)

EDUCATION & CERTIFICATIONS

B.A., Communications — Stephen F. Austin State University • Data Science — General Assembly (2020) • Executive Data Science — Johns Hopkins (2017) • Data Engineering, Big Data & Machine Learning on GCP — Coursera/Google Cloud (2020) • Marketing Evolution Certified (2017) • Conversion Optimization — Market Motive (2014)