



HEIGHTS CONSULTING

www.heightsinsights.com

Kevin S. Hill, Principal

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Serving clients in the SF Bay Area, and beyond by arrangement

SUMMARY

Senior consulting professional with 18 years of experience, practiced in all aspects of Business/Market Intelligence from strategic to operational. Known as an astute critical thinker and creative problem-solver. Skilled in extracting insight from internal and external datasets, helping clients make well-informed decisions. Manages highly complex projects for stakeholders in product management, sales, marketing, operations/IT, research and finance in a range of industries including software, online media, healthcare, and financial services. Teaches courses on Data-driven Decision-making and Presentation Design at UC Berkeley's Haas School of Business.

CORE COMPETENCIES

- Customer segmentation
- Market forces analysis
- Competitive intelligence
- Market sizing & share
- Strategic planning workshops
- Market opportunity prioritization
- Presentation design training
- Financial modeling / pricing
- Operational effectiveness analysis
- Business process improvement
- Data governance
- Project management

EXPERIENCE

Heights Consulting

Provides Business Intelligence services, delivering strategic & operational insight using rigorous analysis to help clients invest resources in their best growth opportunities

Principal

2015-Current

- **Developed customer loyalty program** for a leading accounting software developer, producing growth in customer retention
- **Developed data governance plan** for a top-tier Bay Area health care organization, improving its ability to make cross-functional use of data assets
- **Produced pricing model** for a web analytics start-up, supporting the release of its second service offering
- **Conducted data visualization training** for a leading web media company, developing the skills of its web analytics team
- **Led sales & marketing operations planning** for a financial services firm, accelerating its plans for growth

Berkeley Haas School of Business

Top-10 ranked business school serving students in full-time, evening-weekend and executive education programs

Professional Faculty

2015-Current

- **Teaches course on Presentation Design for Analytical Communication**, where students learn best practices for presenting quantitative information for maximum audience comprehension and engagement
- **Teaches course on Analytics**, where international executive education clients learn the strategic value, data sources, research techniques, and organizational implications of making and leading data-driven decisions

ABB (Ventyx Software Subsidiary)

Multinational provider of software for industrial power and automation (Internet of Things)

Senior Director, Business Intelligence

2014

- **Led international strategic planning**, bringing cross-functional leaders together from four subsidiaries to prioritize efforts
- **Produced opportunity and competitive assessments** for key product lines, including Mobile Workforce and Asset Mgmt

Autodesk, Inc.

Leading provider of design software and services

Senior Manager, Market Intelligence

2006 – 2014

Navigated disparate internal and external datasets to creatively conceptualize, manage and deliver breakthrough insights. Gathered requirements and hypotheses from senior executives, then led the appropriate internal and external resources to produce actionable insight. Performed strategic analysis for CEO, CFO, sales, product, and marketing teams to drive go-to-market decisions.

- **Launched industry segmentation**, adopted company-wide for go-to-market planning, market sizing, product development, targeted marketing, and sales commissioning, leading a cross-functional team of 20+
- **Created industry revenue model**, used to measure marketing program effectiveness and competitive position by vertical
- **Developed customer value model**, revolutionizing sales channel and marketing strategy by identifying most valuable customers for appropriate investment
- **Designed and taught executive coaching class** for VPs and Directors on using data for strategic and tactical decisions
- **Established business requirements**, then managed internal and external IT and operations resources to improve customer data capture and management reporting
- **Grew international Market Intelligence team** from 4 to 30 using case-based recruiting

RBC Capital Markets & Canaccord Genuity

Two global, full-service investment banks

Senior Equity Research Associate

2000 – 2005

Sell-side researcher of enterprise software, hardware and service companies, providing detailed analysis, insight and projection about the sector and its underlying equity securities. Generated reports for institutional clients – including private equity firms, hedge funds, and other investment banks – to make informed investment decisions.

- **Produced quantitative and written research**, meeting the needs of distinct constituent groups: buy-side clients, salespeople, companies under coverage, and investment bankers. Covered 150+ companies over five years, publishing 2-3 research reports weekly with succinct analysis and recommendations
- **Built detailed financial models** for covered companies and their comps with earnings, cash flow forecasts and valuations
- **Generated sophisticated market demand and pricing tools** with very little direction, used to forecast embedded memory prices, supplementing our qualitative research
- **Performed due diligence** for IPOs, mergers and acquisitions

EDUCATION

MBA, University of California, Berkeley, Haas School of Business

2007

BA, Finance, Ohio University, Athens, OH

2000