



Mohammed Chaara

Director, Global Experience Optimization, Web Marketing & eCommerce at Lenovo
Greater Philadelphia Area | Marketing and Advertising

Current Lenovo, SpendVest, LLC

Previous Digitas, Comcast, Pierre Lassonde
Entrepreneur Center

Education MBA, Marketing at University of Utah -
David Eccles School of Business

Summary

Research and analytics leader specializing in strategy and planning, measuring and growing businesses and improving customer experiences across interactive touch-points such as POS, Web, Mobile and IVR platforms.

Specialties

- Expert in site optimization, predictive modeling, cloud processing, and cross-platform performance measurement.
- Expert in business analysis using statistics and probability sciences while leveraging software programming such as SAS, SPSS, SPLUS, Excel and R.
- Expert in design of experiment: controlled and conditional testing, live testing such as A/B and MV testing, and panel based testing.
- Experienced in talent development, offshore labor integration and vendor management.

Experience

Director, Global Experience Optimization, Web Marketing & eCommerce

Lenovo

Public Company; 10,001+ employees; LNGVY; Computer Hardware industry

July 2012 – Present (5 months) Raleigh-Durham, North Carolina Area

Lead a global team responsible for data driven customer site experience optimization that results in higher business conversion and improved user/customer satisfaction/task completion. My team's long term goal is to influence Lenovo brand affinity via the digital channel by continuous site testing and optimization (live and panel based), voice of customer analysis, and industry research

Principal/Volunteer/Visionaire

SpendVest, LLC

January 2012 – Present (11 months) Greater Philadelphia Area

SpendVest's mission is to make consumers owners. We help consumers more easily accrue equity in companies where they shop. We developed a unique solution that makes equity accrual a simple and enjoyable process. SpendVest is seeking non-for-profit status and aims to be a nationwide consumer advocate.

Director of Strategy & Analysis

Digitas

Public Company; 501-1000 employees; PUB; Marketing and Advertising industry

August 2010 – July 2012 (2 years) Greater Philadelphia Area

Responsible for applying quantitative and qualitative techniques to align marketing initiatives with a focus on strategy, digital brand performance management, market segmentation, one to one marketing and continuous optimization

Mohammed has 2 recommendations (2 co-workers) including:

- 3rd Paige A., *Senior Associate, Marketing, Digitas Health*
- 3rd Deb S., *VP/Group Director Account Planning, Digitas Health*

Advertising Yield Strategy

Comcast

Public Company; 10,001+ employees; CMCSA; Telecommunications industry

January 2008 – August 2010 (2 years 8 months)

My emphasis is on Forecasting, Testing and Data Strategy. My duties consist of (but not limited to):

- Forecasting Traffic and Financial results across products
- Facilitating site optimization by validating statistical accuracy of A/B and MVT tests
- Owning Data Strategy for both our analytics database and the creation of a user database. Ensures CIM's BI data leverages and fits with Comcast Corporate's data strategy.

Mohammed has 2 recommendations (1 manager, 1 partner) including:

- 3rd David M., *Director, Business Intelligence, Comcast Interactive Media*
- 3rd Matt M., *SVP Business Development, ColdLight*

Associate

Pierre Lassonde Entrepreneur Center

September 2007 – January 2008 (5 months)

The Lassonde Entrepreneur Center provides and teaches real-world business experience to help young entrepreneurs be better prepared to understand and assume the risks of business ownership and management. Through this education process we hope to inspire entrepreneurs to continue their education not only today but continually so that they may be better prepared for tomorrow's market.

Mohammed has 1 recommendation (1 co-worker) including:

- 3rd Ben N., *Business Development, Lassonde New Venture Development Center*

Business Development Manager - Intern

RealNetworks, Inc.

Public Company; 1001-5000 employees; RNWK; Computer Software industry

May 2007 – August 2007 (4 months)

<http://www.realnetworks.com/company/jobs/campus.html>
www.realnetworks.com
www.real.com

Sr. Statistician

MSCGroup

September 2003 – May 2007 (3 years 9 months)

We work with our clients to optimize Design of Experiment (DOE), maximize data quality, and minimize the cost of data collection. Our clients require a diverse range of data analysis. Mason Statistical Consulting Group meets this need with a full range of data analysis services. In some cases, our work begins before any data has been collected, determining significant factors in the process. The proper method of analysis may include some or all of our services. This includes: Data Analysis, Data Mining, Modeling, Programming, Specialized Courses and Expert Witness.

Finally, to develop in-house statistical analysis capability, we generate workshops and courses training clients to continue to manage their data. Our courses are focused on our clients practical needs, and, along with the rest of our work, demonstrate Mason Statistical Consulting Group's great strength of combining cutting edge theory with its real-world application using the latest in statistical software.

Mohammed has 2 recommendations (1 manager, 1 partner) including:

- 3rd David A., *VP Sales and Marketing, Progrexion Media*
- 3rd Kirsten P., *Owner, A_Pirori Creative Alliance*

Graduate Assistant

Mathematics Dept., University of Utah

August 2003 – May 2005 (1 year 10 months)

<http://math.utah.edu>

Supervisor

Learning Center, El Dorado School District

January 2001 – July 2003 (2 years 7 months)

<http://www.scsc.k12.ar.us/eldoradohigh/tlc.htm>

Languages

- **French**
- **Spanish**
- **Arabic**