Managing Your Career – A Circuitous Route to Mastery

Howard Shimmel
CRO



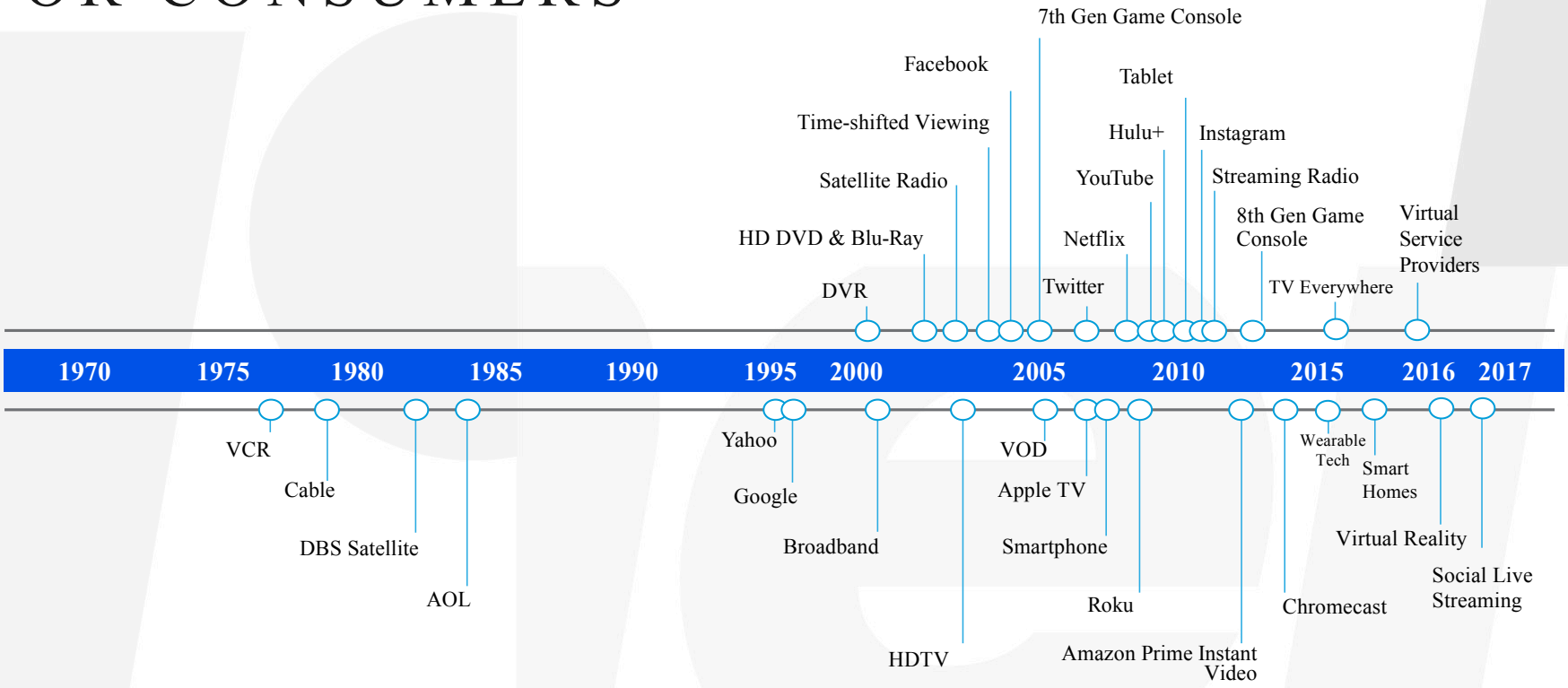


ARF YOUNG PROS BOOTCAMP

DECEMBER 5, 2017

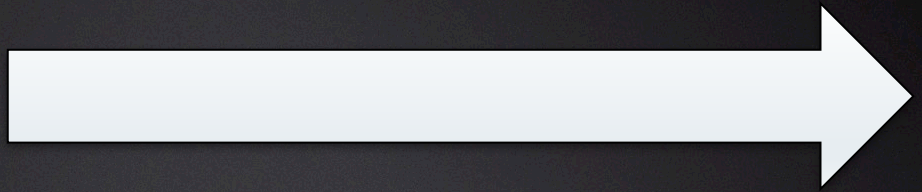

Congratulations!

PROLIFERATION OF TECHNOLOGY AND CONTENT CREATING MORE CHOICES FOR CONSUMERS





You Are Here



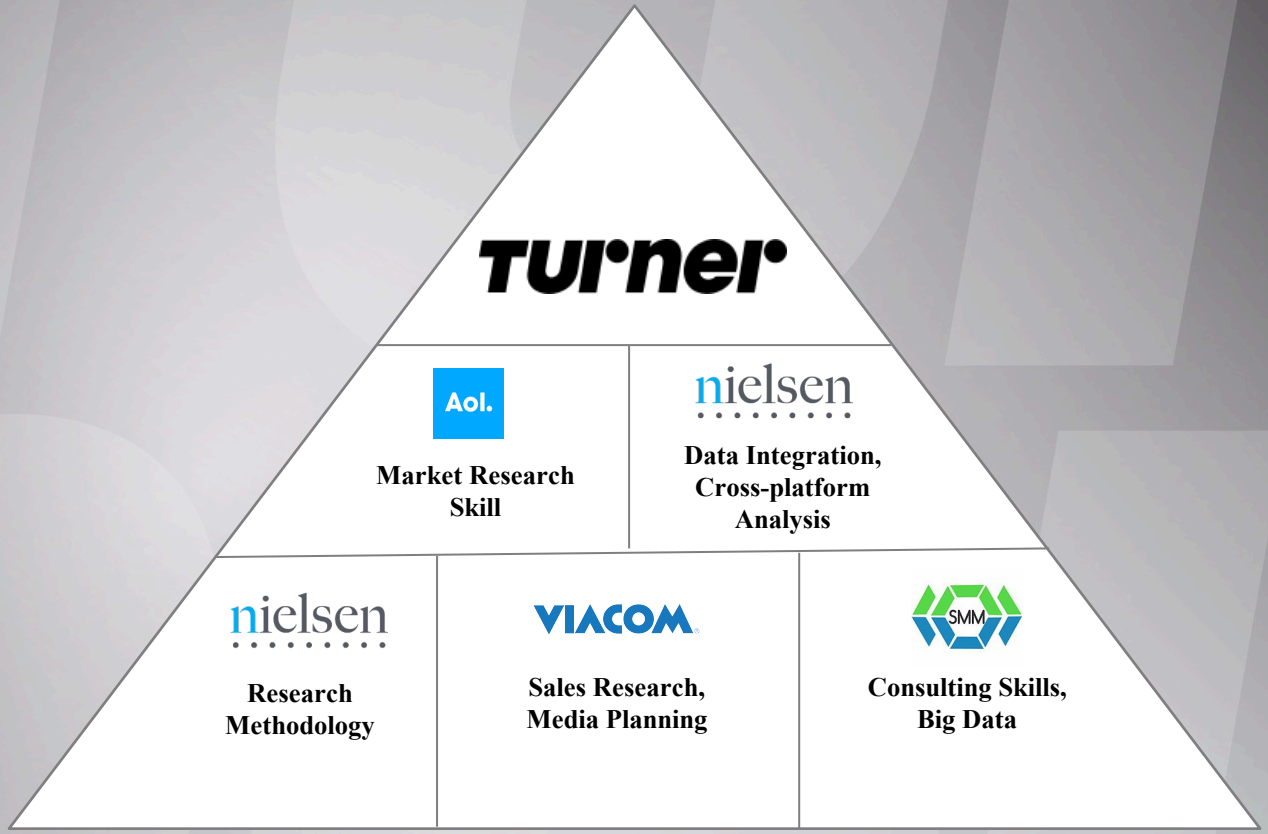
Mastery



You Are Here



Mastery


Turner
Aol.
Market Research Skill
nielsen
Data Integration, Cross-platform Analysis
nielsen
Research Methodology
VIACOM
Sales Research, Media Planning
SMM
Consulting Skills, Big Data

BIG DATA vs TRADITIONAL RESEARCH

DATA SCIENTISTS vs RESEARCHERS

BIG DATA + TRADITIONAL RESEARCH

DATA SCIENTISTS + RESEARCHERS



THANK YOU