

John J. Sparks

165 North Canal #1406
Chicago, IL 60606

EXPERIENCE

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|---|--|--------------------------|
| August 2002
To Present | PH. D. Candidate
The University of Illinois, Chicago
• Research Data Mining Techniques for Dissertation.
• Teach Introduction to Business Statistics.
• Attend graduate level courses in Finance, Econometrics and Time Series Forecasting. | Chicago, IL |
| March 2001 to
August 2002 | Castro McMahon, Inc
Manager of Data Analysis
• Supervised three subordinates
• Analyzed marketing promotions for return on investment
• Worked with multiple data sources from large data warehouse
• Developed and executed quality control procedures for mailing lists | Chicago, IL |
| September 2000
to March 2001 | Grey Marketing Solutions
Senior Analytic Consultant
• Presented analytic plans and results to clients
• Developed programs to improve data analysis | Downers Grove, IL |
| April 1997
to September 2000 | DISCOVER Financial Services
Risk & Statistical Information Manager
• Responsible for analysis in support of activation & retention efforts to current accounts.
• Managed a staff of four subordinates. | Riverwoods, IL |
| April 1996
to April 1997 | Senior Statistician
• Analyzed data in support of consumer credit marketing.
• Completed statistical analysis to estimate effect of advertising.
• Developed model to increase response rates without altering risk profile of prospects. | |
| July 1994
to April 1996 | YOUNG & RUBICAM (Wunderman Cato Johnson)
Supervisor, Analytic Services & Consulting Statistician
• Built statistical models and performed multivariate market segmentation.
• Consulted with clients and account staff to coordinate segmentation with marketing strategy.
• Managed programmers to execute segmentation tactics.
• Received <u>Cato Wunder</u> award for constructing marketing database in-house. | Chicago, IL |
| August 1991
to July 1994 | Supervisor, Analytic Services
• Supervised all database marketing and direct marketing analysis.
• Responsible for \$150,000 in revenue.
• Managed a staff of three subordinates.
• Administrated in-house marketing database of 1.4 million prospects on PC equipment. | Detroit, MI |
| July 1990
to July 1991 | THE SERVICES GROUP
Marketing Analyst
• Wrote and presented proposals/reports in conjunction with upper-management.
• Analyzed direct marketing programs using SAS and national demographic databases.
• Automated reports by programming different software pieces to work together.
• Administrated computer network using NOVELL. | Chicago, IL |
| August 1989
to July 1990 | YOUNG & RUBICAM (Wunderman Cato Johnson)
Market Analyst
• Wrote research reports and proposals.
• Analyzed primary and secondary data for direct marketing programs using SPSS.
• Enhanced readability of reports using graphic and page layout software. | Detroit, MI |

EDUCATION

OAKLAND UNIVERSITY

Rochester, MI

College of Arts, Sciences and Letters

Masters of Applied Statistics, August 2000

- Completed 4 credit independent study comparing logistic regression, neural networks, genetic algorithms and CHAID
- Courses included: Categorical Data Analysis, Sampling, Multivariate Statistics, Advanced Experimental Design, Regression, Non-Parametric Methods, Numerical Analysis, Advanced Linear Algebra and Crossover Analysis

THE UNIVERSITY OF MICHIGAN

Ann Arbor, MI

Graduate School of Business Administration

Master of Business Administration, April 1989

- Concentrated in Marketing and Information Management.
- Placed out of three core courses.

College of Literature, Science, and the Arts

Bachelor of Arts in Psychology, April 1987

Bachelor of Arts in Political Science, April 1987

- Graduated with Distinction; Dean's List Four Semesters.
- Member of Theta Chi Fraternity.

PERSONAL

- Enjoy Aerobics, Futurism, Basketball, Bridge.

REFERENCES

Available upon request.