

BRIAN SHEPARD

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PROFESSIONAL SUMMARY

Audience-first Customer Experience (CX) and Brand Strategy Leader with over seven years of experience driving consumer intelligence, enterprise partnership strategy, and cultural research for major properties including AT&T, Southwest Airlines, Twitch, and Adidas. Sits at the intersection of behavioral psychology and high-level brand strategy, designing the operational systems required to act on complex, emotional consumer insights. Proven success in executing deep-dive Voice of Customer (VoC) research to decode the cultural and psychological drivers of brand affinity. Adept at mentoring high-performing teams, building executive-facing KPI dashboards, and translating nuanced consumer behavior into long-term, revenue-generating experiential strategies that guide multi-million-dollar investments.

AREAS OF EXPERTISE

- **7+ Years:** Cross-Functional Leadership, Brand Strategy, Go-to-Market Campaigns, Stakeholder Management, Full Lifecycle Delivery
- **5+ Years:** Team Mentorship & Development, Consumer Insights, Voice of Customer (VoC), Data Visualization, Social Analytics
- **4+ Years:** Sponsorship Valuation, Partnership Strategy, ROI Modeling, Brand Impact Measurement
- **Current Focus:** Proficiency in SQL and Power BI for data modeling, alongside AI Workflow Integration leveraging Claude AI, ChatGPT, Google Gemini, Perplexity, and Google NotebookLM to pressure-test strategic logic, accelerate deep-dive consumer research, and automate executive presentation design

CORE COMPETENCIES

- **Consumer Insights & Behavioral Psychology:** Voice of Customer (VoC), Psychological Segmentation, Cultural & Sentiment Analysis, Consumer Behavior Mapping, Brand Affinity Drivers, Campaign ROI Tracking
- **Brand Strategy & Experience Design:** End-to-End Customer Ecosystems, Experiential Strategy, Brand Architecture, Go-to-Market Strategy, Messaging Frameworks, Omnichannel Strategy
- **Partnerships & Sponsorship:** Sponsorship Valuation, Partnership Strategy, Brand Activations, ROI Modeling, Revenue Optimization, Proof of Performance (PoP) Reporting
- **Leadership & Operations:** Cross-Functional Leadership, Talent Development, Team Mentorship, Resource Allocation, Project Management, Executive Counsel, Workflow Optimization

PROFESSIONAL EXPERIENCE

Southwest Airlines | Dallas, TX - Strategy Consultant, Brand & VoC Insights

Aug 2023 - Apr 2025

- Spearheaded large-scale Voice of Customer (VoC) research frameworks across a 78,000+ employee workforce, utilizing robust data collection to map behavioral drivers and identify deep-seated cultural friction points.
- Utilized behavioral analysis to uncover organizational bottlenecks, guiding cross-functional teams in designing targeted development programs that successfully mitigated enterprise retention risks and strengthened internal community.
- Directed sentiment analysis and brand perception tracking, distilling qualitative and quantitative research into executive-ready narratives that decoded the human element of the data to accelerate C-suite decision-making.
- Led end-to-end strategic planning and project management of cross-functional initiatives, coordinating deliverables with full ownership to ensure organizational culture aligned with overarching brand values.

LEARFIELD | Plano, TX - Program Manager, Insights Operations

2022 - 2023

- Operationalized complex consumer and partnership data for 200+ simultaneous program commitments, executing with zero missed deadlines to deliver decision-ready insights for senior leadership.
- Built executive-facing KPI dashboards using Tableau that served as foundational proof of performance metrics, bridging the gap between raw data and actionable partnership strategies.
- Led the end-to-end launch of three Employee Resource Groups from scoping through performance tracking, cultivating internal community engagement and ensuring workforce alignment with brand identity.
- Conducted cross-functional workflow audits across HR and Talent Acquisition that improved recruiter productivity by 15%, translating behavioral workflows into operational efficiency.

Manager, Research and Insights (National)

2021 - 2022

- Directed large-scale market research studies utilizing Qualtrics and Nielsen IQ to decode fan affinity and inform go-to-market experiential strategies for 200+ sports properties.
- Identified a critical psychological driver - that fan engagement peaked around athlete lifestyle content rather than just game-day results - and translated this insight into a community-centric framework adopted organization-wide.
- Architected enterprise analytics infrastructure and brand impact dashboards that generated \$30M+ in incremental revenue and guided \$100M+ in strategic investments by proving the value of emotional fan connections to corporate sponsors.
- Oversaw departmental vendor procurement processes, managing initial lead evaluations, negotiating contract terms and conditions, and directing renewal discussions.

TruePoint Communications | Dallas, TX - Senior Account Executive, Brand Strategy

Feb 2020 - Mar 2021

- Operated as the primary consumer insights lead for Fortune 500 clients, directing a 7-person team to engineer omnichannel brand ecosystems for major partnerships including AT&T, the NBA, and the College Football Playoff.
- Managed digital community engagement and brand architecture for NFL Hall of Famer Emmitt Smith, utilizing real-time sentiment analysis to protect public narratives and foster deep, authentic connections with fans.
- Translated nuanced cultural research and competitive intelligence into experiential go-to-market recommendations that heavily informed multi-million-dollar sponsorship activation decisions.
- Measured and analyzed the performance of digital assets utilizing Sprinklr, translating real-time engagement data into actionable insights to optimize ongoing campaign execution and deliver proof of performance.

MVPindex | Dallas, TX - Manager, Data Quality, Social Analytics and Brand Measurement

Dec 2018 - Jan 2020

- Built the foundational data infrastructure for measuring digital community engagement and brand exposure across premier tier-one sports franchises (Dallas Stars) and lifestyle brands (Adidas, Under Armour, Twitch).
- Engineered governance frameworks and measurement benchmarks to capture the true value of fan attention, improving data accuracy by 45% and providing reliable intelligence for sponsorship valuations.
- Established standard operating procedures for tracking content performance across social platforms, empowering brand teams to make creative decisions based on robust behavioral analytics.

EDUCATION

Andrews University - Bachelor of Arts, Communication and Media Studies | Minor: Journalism