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www.kitchencrafted.com
(Company)

www.summitryglobal.com
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Top Skills

Strategy

Segmentation

Marketing Strategy

Honors-Awards

2015 Nominee - Ernst and Young
Entrepreneur Of The Year (Florida)

2014 Next Gen EXPLOR Award
Finalist

A.J. Kamdar

Ernst & Young Entrepreneur Of Year Nominee | 5x Award Winning
Film Director NEXTY & NOSH Award Finalist |

Boca Raton

Summary

(6)

- ▶ 12 years in Brand Management, Consumer Insights, Marketing Analytic and P & L Experience at Fortune 500 companies including: Mondelez International (Nabisco), Capital One, Essilor (Transitions Optical), Zimmer Biomet
- ▶ 14 yrs in Strategy, Finance, M & A and Innovation Consulting experience - includes working for Accenture fka Andersen Consulting (\$43 Billion in Revenue)
- ▶ Expert in leveraging data-driven insights into actionable marketing and innovation strategies across multiple industries including: FMCG, Financial Services, Medical Devices, Automotive, Ed Tech, Retail, Pharmaceutical
- ▶ Extensive custom B2B/ B2C research and analytic experience in NA, EMEA, LATAM + APAC
- ▶ Extensive MR supplier management experience which includes: Affinova, BrainJuicer, Millward Brown, IPSOS, IRI, comScore, MSW-ARS, Insight Strategy Group, Firefly, Centralis, Hall and Partners, Harris Interactive, Lightspeed Research
- ▶ Extensive Digital/ Social/ Ad Agency experience as Consumer Insight Lead for: Ogilvy, Sapient, DDB, D'Arcy Worldwide, Burdette Ketchum, HAVAS
- ▶ Invited to speak at TMRE (The Market Research Event) - the leading and #1 Consumer Insights conference

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- ▶ 2021: Nominated at 12 Film Festivals including Winner for "Best Promo/ Commercial Film" at NY and HOLLYWOOD FILM AWARDS and Grand Jury Award Winner For "Best Commercial" at the ONIROS FILM FESTIVAL in NYC and LONDON SHORTS
- ▶ 2021: NOSH AWARD Finalist given to exemplary Food Companies

- ▶ 2020: NEXTY AWARD Finalist for "Best Sports Nutrition + Active Lifestyle Product"
 - ▶ 2019: Co-Founded a bootstrapped Food-Startup that manufactures and markets a portfolio of Non-GMO Healthy Flavor Enhancers ranging from gourmet spreads to spice blends to energy bars - currently being sold in over 2000 retail locations nationally including: Albertsons, SPROUTS, Safeway, H-E-B, Harris-Teeter, Meijer, Giant Eagle, Big Y and Shaw's Supermarkets. Secured all retailers in Yr.1 w/o outside consultants/ brokers. Also, sell through via 2 of the largest distributors in the U.S -- > UNFI and KeHE.
 - ▶ 2015 Nominee - Ernst and Young "Entrepreneur Of The Year" Florida
http://www.ey.com/US/en/About-us/Entrepreneurship/Entrepreneur-Of-The-Year/SEA_FL_Article_regional-finalists_2015
 - ▶ 2014 Finalist - Next Gen Market Research Award For Disruptive Innovation
<http://odintext.com/blog/2014-ngmr-award-finalists/>
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Experience

Kitchen Crafted

Co-Founder/ Head of Marketing Strategy & Consumer Insights

January 2019 - Present (2 years 9 months)

Boca Raton, Florida

A brief background on our company. At Kitchen Crafted, we're passionate about all things food -- especially, the deliciously beneficial powers of time-honored herbs and spices. That's why we started our company in our very own kitchen!

We had worked with some of the largest food companies in the world for over fifty years. But no matter how satisfied or blown away we were by the seemingly infinite combinations of tastes, textures, and colors we experienced, it always felt -- but mostly tasted -- like something was missing when it came to real, globally-inspired, flavors. The big companies' attempts at adding truly authentic character to their creations missed the mark because they simply weren't listening to the desires of today's adventurous flavor seekers.

So we made it our mission to follow the feeling in our gut (er, stomach), to craft the most tantalizing creations from the signature blends of herbs and spices that took us a good long while to master.

We promise everything from Kitchen Crafted will be pure and genuine, with nothing artificial or fake like EDTA and will we use only NON-GMO sourced ingredients.. From our non-irradiated, seasoning blends (BLNDs), to our NON-GMO Project Verified, Certified Gluten-Free spreads/condiments (SPRDs), your taste buds and bodies will enjoy healthful ingredients, high quality products, and unique flavor profiles with the perfect amount of oooh, ahhh, and oh!

Launched in 2019, you can find us at over 2000 retailer stores nationally, including: Meijer, Shaw's, Albertsons (United Family), H-E-B, Harris-Teeter, Big Y and Giant Eagle.

Learn more about our products, vision and mission at:

<http://www.kitchencrafted.com>

Summitry Global

Managing Director/ Chief Analytic Officer

2014 - Present (7 years)

Boca Raton, Florida

Summitry Global (summitryglobal.com) assists you in managing your product portfolio for optimum growth and identifying/ quantifying new product opportunities. We license predictive marketing software that is deeply rooted in advanced mathematical and statistical methods. Easy-to-use, highly predictive and cost-effective, our algorithms can reduce new product failure rates across all industries.

Our software has been used to drive bottom-line growth and champion turnaround strategies for the following partners: Ford Motor Co., Nestle, Procter & Gamble, Levi's Strauss, Revlon, Kraft Foods, Penn Mutual Insurance, ConAgra Foods, Mondelez International, American Express, Pillsbury, GlaxoSmithKline, Johnson & Johnson, Dow Chemical to name a few.

<http://www.summitryglobal.com>

Transitions Optical

WW Director of Consumer & Professional Insights

2012 - 2013 (1 year)

- Managed WW Research & Insights Within Global Brand Marketing Function
- \$2 Million P & L Responsibility
- Reported to CMO

Projects/ Vendors included:

- Global Brand Tracker (Consumer & Professional): comScore/ MSW-ARS
- Ad/ Communication/ Message Testing: comScore/ MSW-ARS
- Global Segmentation: IPSOS
- Ethnographic Research: IPSOS
- Portfolio Optimization: Affinova
- Sunwear Positioning Study: BrainJuicer
- Virtual Viewer: Millward Brown Digital

Zimmer Biomet

WW Director of Insights and Innovation

2010 - 2012 (2 years)

Palm Beach Gardens, FL

- Built and Managed WW Insights/ Analytics & Innovation Function At Biomet 3i
- Assisted Blackstone + Boston Consulting Group On Acquisition Targets
- \$1.5 Million P & L Responsibility
- Reported To CMO and President Of Biomet 3i

The Washington Post

Director of New Product Development (Colloquy360 - Ed Tech Startup)

2007 - 2010 (3 years)

Fort Lauderdale, Florida

- Manage WW Insights + NPD For Washington Post Ed Tech Start-up
- Reported to VP of Strategy and CMO
- Vendors Managed: Insight Strategy Group, Hall + Partners, Harris Interactive, Sapient, Centralis
- Won the President's Award for exceptional business partnership and contribution

Capital One

Brand Manager, Brand Development Group

2000 - 2002 (2 years)

Richmond, Virginia area

- Managed All New Product/ Concept Testing For Brand Development Group.
- Worked on very first iteration of the highly successful "What's In Your Wallet" Campaign. Specifically worked with our Agency Of Record, DMB&B, on dissemination of consumer insights to leverage in creative executions - 2001 Visigoths Ad
- Recommended the "No Hassle Card" concept based on extensive consumer research testing; which was launched in conjunction with the "What's In Your Wallet" Campaign and had universal appeal across our 3 target segments: Prime, USM and YA. Led to significant bottom-line growth for Capital One.

Nabisco (Mondelēz International)

Asst. Manager, Marketing Insights

1998 - 2000 (2 years)

East Hanover, New Jersey

- Managed Syndicated (IRI) Data Function For Cookies/ Cracker Portfolio
- Interfaced with IRI on-site team (5 members) to insure proper reporting and deliver ad hoc requests to the Brand teams
- Involved in the integration of 3 strategic projects to disseminate insights throughout all levels of the organization: Bain (Pricing Study), Summitry (Portfolio Analytic Study), MMA (Market Mix Modeling)

Accenture

CFM / Asst. Project Manager

1996 - 1998 (2 years)

New York City, NY / Hershey, PA

- Assistant Project Manager/ Financial Controller For Hershey Siebel Implementation Project
- Engagement Team comprised of ~10 dedicated on-site consultants at Hershey
- Worked with the IBM team that was responsible for SAP implementation
- Interfaced weekly with Senior Partners at Accenture to review internal P & L statements/ margin analyses

Education

The George Washington University - School of Business

Bachelor of Business Administration (BBA), Int. Finance/ Int.

Business · (1991 - 1993)

The George Washington University - School of Business

Master of Business Administration (MBA), Marketing / Finance · (1993 - 1995)

Boston University

Bachelor's degree, Marketing- School of Management (SMG) · (1988 - 1990)

Lakeland HS, New York (Westchester County)

· (1984 - 1988)