BRENDA ALLEN-TOON, MMR

(913) 433-8288   brenda12xu@gmail.com
Gilbert, AZ 85296   linkedin.com/in/brendaallentoonmmr/

DATA INSIGHTS LEADER

A focused and collaborative leader who balances innovation with pragmatism to leverage data to improve business outcomes. A lifelong learner committed to developing the next generation of future leaders.

Areas of Expertise

Primary Research | Advanced Analytics | Business Intelligence | Voice of the Customer | Strategic Insights | Operations Research | Human Insights

Technical Skills

Primary Research: Qualitative, Quantitative, Consumer Neuroscience, Advanced Sample Design
Computing: SPSS | Python | SQL | Tableau | Alteryx | Databricks
Statistics: Descriptive Statistics | Causal Inference | Experimental Design | Survey Statistics
Machine Learning: Regression | Decision trees | Classification | Clustering | NLP
AI: Prompt Engineering

EXPERIENCE

ADUSA SERVICES, Salisbury, NC   January 2022–March 2025
The fifth largest grocer in the United States operating five regional retail brands: Food Lion, Stop & Shop, The Giant Company, Hannaford, and Giant Food in the Eastern United States.

Vice President – Consumer & Decision Sciences, ADUSA Strategy, August 2023 – March 2025
Led Consumer and Decision Science for ADUSA and each of its brands through a hub and spoke team designed to leverage scale and meet the unique needs of each of the five retail brands and shared services partners in eCommerce, finance, owned brands, and sustainability. Managed a team of 36.

- Conducted strategic insights and advanced analytics made for use for key partners, served as owner for customer and fulfillment data domains and corresponding datamarts. The team has domain expertise in household, loyalty, and fulfillment data and added business value of >600MM annually.
- Managed $13M in annual professional services and completed 600-700 strategic studies and custom analyses, owned all company VOTC trackers, and all reporting for loyalty, eCommerce, and fulfillment.
- Served as a member of the AI council and executive chair for military and veteran's employee resource group.
- Developed 2 successors for the role.

Vice President – Consumer Insights, D&A Center of Excellence, January 2022 - July 2023
Led Consumer Science, leveraged scale and met the unique needs of each of brand and shared services partners. Managed a team of 22.

- Conducted strategic insights through Voice of Customer insights from primary, secondary, syndicated research.
- Played a key role in synthesis and storytelling of all sources of customer & consumer data and sentiment by partnering with advanced analytics.
- Conducted several deep dive studies on drivers of NPS/OSAT, premium loyalty, drivers of store choice and drivers of pharmacy choice that drove change to strategies.
- Initiated a skills matrix and when combined with commitment to developing my new team resulted in 9 promotions/recognition within my first year.

WALMART, San Bruno, CA   September 2019– December 2021
Walmart is the world's largest retailer and largest grocer in the US.
Director – Insights, Analytics & Data Science, Supply Chain Services

Founding member of insights and data science for Walmart Last Mile Delivery. Led a team of 25 professionals in insights, data science and data stewardship and directed the work of 18 data engineers in support of Walmart In Home delivery from store, Go Local, autonomous and drone delivery. Team focused on metrics and outcomes in last mile delivery and its associated cost levers and workers (associates, crowdsource, national carriers).

- Won a Leadership Excellence Award, 2020, Last Mile Delivery for significant contributions in analytics & insights.

- Created rules-based analytics (RCA), ML models for driver supply and behavior monitoring as well as supported analytics to inform innovations for drivers and offerings to customers in last mile delivery against the primary KPI to drive cost <$3/delivery and maintain an 7pp NPS gap to in-store pick.
- Designed ML models for driver supply, abuse, risk, and driver experience measurement, which resulted in a reduction in driver over-hiring and savings of 3 FTE through automation.
- Established data stewardship and data governance for last mile delivery to enable other Walmart enterprise users in product, supply chain and customer insights with clean and reliable data.

SPROUTS FARMERS MARKET, Phoenix, AZ   **June 2018– September 2019**
A small-format retailer that with a focus on natural grocery, vitamins, and homeopathic remedies.
Director – Insights, Research & CRM
Founding member of customer insights, decision sciences and customer relationship management at Sprouts. Initially focused on foundational insights and to establish customer data platform and then expanded to include customer care, social listening and CX measurement.

- Repurposed the $400K annual budget to expand the annual brand health study while also adding competitive intelligence to Vitamins/Supplements and strategic studies for Meat and Produce for the first time.
- Refreshed the customer segmentation to identify a new segment – confident cooks – which is key to its current go to market strategy.
- Expanded the partnership with FirstData to generate anonymized household data to fill the gap in 1P data.
- Spot Bonus Award, 2019, for significant impacts made in first 6 months to customer understanding.

WALMART, Bentonville, AR   **February 2016 – May 2018**
Walmart is the world's largest retailer and largest grocer in the US.
Director Seasonal Insights, Associate Director of Fresh Grocery Insights, Associate Director of Brand Insights
Led insights for Walmart's key seasons as well as insights for brand strategy and fresh grocery. The customer insights practice spanned partnership with data sciences while managing trackers, custom research, syndicated and secondary data sources.

- Directed insight development for omni-channel positioning, visual brand identity and omni -channel product road map that were the foundation for W+ membership.
- Identified a $45M opportunity in market share during the holiday season by engaging customers sooner, as more consumers shifted to start their holiday shopping in October (vs November previously).
- Awarded Making a Difference Spot Bonus, 2017, for 40% reduction of cost and significant improvement in speed for holiday insights.

ADDITIONAL RELEVANT EXPERIENCE

CAPITAL ONE FINANCIAL, McLean, VA, Research Manager, Brand Strategy & Insights
HALLMARK CARDS, Kansas City, MO, Shopper Insights Manager – Mass and Specialty
HANNAFORD BROTHERS COMPANY (AHOLD-DELHAIZE), Scarborough, ME, Sales Analysis Manager, Assistant Store Manager and foundational roles

EDUCATION

Executive Education, Chief Data & Analytics Officer, Costello College of Business, 2024, George Mason University, Alexandria, VA
Master of Science (MS), Marketing Research, Terry College of Business, The University of Georgia, Athens, GA

Bachelor of Science (BS), Business Administration, University of Phoenix, Phoenix, AZ

PUBLICATION / COURSEWORK

- Maddah, B., E. K. Bish, and B. Allen (2010). Pricing, Variety, and Inventory Decisions for Product Lines of Substitutable Items. In Planning Production and Inventories in the Extended Enterprise: A State of the Art Handbook, Eds. K. Kemph, P. Keskinocak, and R. Uzsoy. Kluwer Academic Publishers.
- FACS (facial action coding system), Dr. Erika Rosenburg workshop, January 2013.

MILITARY EXPERIENCE

UNITED STATES ARMY RESERVE, 76th Training Division, Lewiston, ME

COMMUNITY LEADERSHIP

Mentor (volunteer) SCORE, 2025 - present
Volunteer researcher for Society of Academic Emergency Medicine (SAEM), 2015- Present
President, AFJROTC-862 Booster Club, 2020-2021
Volunteer council member, Direct Marketing, Loudoun County Rural Economic Development, 2015-2016
President, Elite Competitive Gymnastics Association (Booster Club), 2013-2014
Board Member at Large, Elite Competitive Gymnastics Association, 2012-2013