Matthew Brennan

Insights Manager

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SKILLS

Circana · Nielsen · IRI · Syndicated Data · Category Management · Power BI · SQL · Excel · PowerPoint · Storytelling

EDUCATION

Bachelor of Business Administration

05/2015

Miami University — Oxford, OH

Marketing

CERTIFICATES

Certified Professional Category Analyst (CPCA)

Category Management Association

03/2017

SUMMARY

Insights manager with 11 years in CPG and food brokerage, now leading a 4-person team that turns Circana, Nielsen and IRI syndicated data into category management plans retailers accept. Builds Power BI and SQL reporting, coaches analysts, and presents to buyers and executives with plain storytelling that ties every chart to a shelf or price decision.

EXPERIENCE

Insights Manager — 04/2022 - Present

Queen City Home Care Brands — Cincinnati, OH

Household cleaning and paper products maker with $1.4B in US retail sales.

- Lead 4 analysts covering Circana and Nielsen syndicated data for 6 categories worth $1.4B in annual sales.
- Present category management reviews to buyers at 5 national retailers, winning **140** new shelf placements in 2025.
- Built a Power BI business intelligence hub on SQL feeds, giving 60 sales and marketing users self-serve share data.
- Partner with brand teams on Brandwatch social listening, flagging 3 product issues before they reached retail reviews.

Senior Insights Analyst — 06/2018 - 03/2022

Riverbend Foods — Covington, KY

Frozen and refrigerated food maker selling in 25,000 stores.

- Analyzed IRI scanner and household panel data to size 4 new product ideas, 2 of which launched nationally.
- Designed Excel and SQL price elasticity models for 120 items, guiding a list price move worth $9M a year.
- Wrote monthly storytelling decks in PowerPoint for the VP of sales and 8 key account teams.
- Trained 15 sales staff on reading syndicated data, cutting ad hoc data requests 30%.

Category Analyst — 07/2015 - 05/2018

Tristate Grocery Brokers — Cincinnati, OH

Food broker representing 40 manufacturers with regional grocers.

- Compiled weekly Nielsen scorecards for 40 manufacturer clients across 3 regional grocery chains.
- Created planogram recommendations for 9 categories, adding 2 share points for the lead client.
- Tracked promotion compliance in 250 stores and reported gaps to account managers weekly.