JONATHAN MERCER

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SUMMARY

Market intelligence manager with 10 years in industrial equipment and energy technology markets, leading a 3-person team. Owns market sizing, competitor tracking and demand forecasting for a $2B product portfolio and turns market intelligence into annual plan targets. Builds Power BI and SQL reporting and presents to the executive team with clear, short recommendations.

SKILLS

- Market Intelligence
- Competitive Intelligence
- Market Sizing
- Forecasting
- Power BI
- SQL
- Excel
- PowerPoint
- Secondary Research
- Team Leadership

CERTIFICATES

Certified Professional Forecaster (CPF)

Institute of Business Forecasting & Planning
06/2020

EXPERIENCE

Market Intelligence Manager

Trinity Power Systems • Dallas, TX • 01/2022 - Present
Maker of switchgear, transformers and backup power systems for data centers and utilities.

- Lead 3 analysts producing market sizing and 5-year forecasting for a **$2B** product portfolio.
- Direct competitive intelligence on 10 rivals, catching a capacity expansion that reshaped 2024 pricing.
- Established a Power BI market hub on SQL data, used by 120 sales, product and finance staff.
- Present quarterly market outlooks to the executive team, feeding targets in 3 annual plans.

Senior Market Analyst

Lone Star Industrial Controls • Irving, TX • 03/2019 - 12/2021
Automation and controls supplier for oil, gas and chemical plants.

- Forecasted demand for 6 product lines in Excel, holding annual forecast error under 8%.
- Interviewed 50 distributors and plant engineers to estimate share in 4 regional markets.
- Wrote 12 deep-dive competitor profiles used in pricing and channel decisions.
- Mentored 2 analysts on secondary research sources and Excel modeling standards.

Market Research Analyst

Gulf Coast Energy Analytics • Houston, TX • 06/2016 - 02/2019
Subscription research firm covering oilfield services and equipment markets.

- Compiled rig count and contract award data for 40 client reports a year.
- Built Excel market share models for 5 oilfield equipment categories using shipment and tender data.
- Drafted chapters for 3 annual market outlook reports sold to 70 subscriber companies.
- Interviewed 30 service company managers to check pricing and utilization assumptions.

EDUCATION

Bachelor of Business Administration

Texas A&M University • College Station, TX • 05/2016
Marketing