



Joe Klein

Dynamic Market Research and Economic Analysis Professional

With over 10 years of experience conducting market research, I specialize in analyzing industry trends, developing data-driven research initiatives, and advising leadership on strategic market design and internal process improvements. Adept at translating complex data into actionable insights and fostering cross-departmental collaboration to drive operational excellence in any market I am tasked with.



KleinJoeS89@gmail.com



831-247-7150



Auburn, Ca



www.linkedin.com/in/KleinJoeS89



Work Experience

Sr. Market Research Specialist

SMUD (Sacramento Municipal Utility District)

2014 – Present

Sacramento, Ca

- ◇ Lead cross-functional teams in the development of data-driven forecasting tools, including a BEV adoption forecasting model, enhancing regional adoption insights and pricing strategies.
- ◇ Act as a trusted advisor, connecting disparate teams to streamline processes, reduce redundancies, and optimize decision-making at an enterprise level.
- ◇ Develop and oversee predictive pricing models and market trend analysis to support financial forecasting and regulatory compliance.
- ◇ Design technical solutions for pricing and actuarial modeling, ensuring adherence to industry regulations and standards.
- ◇ Conduct in-depth market research to inform cross-functional marketing strategies to enhance campaign effectiveness, boost participation, and support revenue growth.
- ◇ Create data visualizations and dashboards to track key performance metrics and inform regulatory strategies.
- ◇ Conduct user experience research to improve customer interaction with digital platforms.
- ◇ Mentored student interns and junior staff, providing guidance on market research methodologies, stakeholder communications, and research trends
- ◇ Prepare executive-level presentations and reports, ensuring that complex insights are communicated effectively to leadership.

Education

UC Davis

B.A. in Managerial Economics

Burke Institute

- Market research design
- Data analytics

Core Competencies:

- ✓ Market Research & Consumer Insights
- ✓ Program Management
- ✓ Data Analysis & Predictive Modeling
- ✓ Survey Design & Research Methodologies
- ✓ Program Development & Evaluation
- ✓ Customer Segmentation & Behavioral Analysis
- ✓ Business Intelligence & Data Visualization
- ✓ Stakeholder Engagement & Strategic Communication
- ✓ Competitive Benchmarking & Trend Analysis