

Photo Not Available

Doug Anderson

*EVP Global Research and Development, Consumer Panel Services
Homescan, Spectra & Loyalty, The Nielsen Co.*

Doug Anderson has over 29 years of experience in the creation and application of consumer focused segmentation and targeting tools for marketing problems. He has been with The Nielsen Co. for 19 years, and was a part owner / co-founder of the Spectra company (sold to VNU in 1994). He currently heads the global R & D function for the Consumer Panel Services division of The Nielsen Co. which includes Homescan, Spectra, and the loyalty / frequent shopper card practice.

At Spectra, his work was focused in two major areas, the development of core methods and systems (including segmentation models such as the Spectra Grid and Spectra BehaviorScope, opportunity forecasting, and retail trading areas), and the development of applications of those methods and their related software delivery systems.

He continues to work on segmentation and targeting applications and also writes and speaks on consumer trends and their impacts on the markets for consumer goods. He is the author of the *Below The Topline* feature of The Nielsen Co.'s online *Consumer Insights* magazine and is a frequent speaker at client meetings and conferences.

Prior to Spectra, Doug spent ten years at Claritas, working in product development and client service. He was a principal analyst for the development of the 1980 Census-based PRIZM system and consulted on the 1990 model. He was part of the development team that built and introduced to the marketplace the first micro / personal computer based marketing analysis and mapping systems.

All in all, Doug would prefer to be hiking in the Highlands of Scotland or the French Alps.

TUESDAY, July 29, 4:00 p.m.

Consumer Insights Track – Concurrent Session 3C

*Honey, We Acculturated the Kids: The Influence of Household
Composition on Buying Behavior*

WEDNESDAY, July 30, 9:45 a.m.

Consumer Insights Track – Concurrent Session 3D

*Honey, We Acculturated the Kids: The Influence of Household
Composition on Buying Behavior*



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