

PROFESSIONAL EXPERIENCE

[AOL](#), Palo Alto, CA, 2010 - present

Vice President, Consumer Insights & Analytics

Develop powerful insights based on multiple data streams to influence marketing and product strategy for the Applications and Commerce Group, focused on mail, messaging and mobile.

- ⇒ Projects have included:
 - Extensive in-home and intercept interviews to determine macro-trends around communication.
 - Dives into potential brand names and logos for new products.
 - Multi-platform usability testing (tablets, PCs, Macs, iPhones and Androids).
 - Large scale A&U study for Patch, providing feedback to drive acquisition and engagement.
- ⇒ Align with FP&A and analytical teams to prepare for new product launches and the determination of KPIs.
- ⇒ Serve as a founding member of the Speaker Series, bringing in notable speakers on a variety of topics to AOL.

[Ask.com](#), a division of IAC/InterActive Corp., Oakland, CA 2005 - 2010

Vice President, Community, Jan 2010 - present

Focused on community cultivation, including user satisfaction and loyalty through the championing of user needs.

- ⇒ Cultivated and cared for the emerging community of Ask.com question askers and answerers.
- ⇒ Served as the internal evangelist for user needs.
- ⇒ Developed and enacted initial communications strategy for community, writing initial emails, community guidelines and overseeing weekly emails to members.
- ⇒ Managed moderation and customer service team.
- ⇒ Drove reporting and analysis to create products centered on being the #1 trusted brand for answers.

Vice President, Research & Analytics, 2008 - 2009

Director, Research & Analytics, 2007 - 2008

Senior Manager, Marketing Analytics, 2005 - 2007

Served as the voice of the consumer folding consumer behaviors, perceptions, and needs into strategic business plans for marketing, product, and executive management designed to increase trial and repeat usage of products.

- ⇒ Developed KPIs for internal clients via a comprehensive view of business performance, including click stream, quantitative, qualitative, and competitive data; delivering these reports at appropriate and timely intervals.
- ⇒ Managed traffic forecasting process.
- ⇒ Led a wide variety of projects, managing scope, execution, analysis/insight, and presentation, including:
 - User segmentation to determine which groups drive frequency and retention as well as the products & tools favored by those groups.
 - Large scale initiatives ranging from ethnographic 1:1 interviews to focus groups, segmentation, and persona development, driving business strategy and marketing and product roadmaps, across US and UK properties.
 - Customer satisfaction analysis to understand differences in stated v. actual behavior to determine what user perceptions need to be changed to drive desired consumer behaviors, using a combination of click-stream & survey data.
 - Quantitative research efforts to inform key decisions for brand re-launch.
 - Tracking to uncover trends, determine tactical opportunities, and assess competitive strength.
 - Market sizing assessment and feasibility studies for product development.
 - Correlation and driver analyses to determine the impact of various “soft” metrics on actual user behavior and to assess the relationship between on-site activities and user retention & frequency.
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Ask.com experience, cont.

- Deep dives into various business issues to understand the impact of new products and fluctuations in traffic.
 - Evaluation of marketing programs in specific DMAs, both quantitatively & qualitatively.
 - Ad and copy testing to determine efficacy of marketing creative.
 - A/B Testing to measure impact of monetization efforts, product enhancements and UI changes.
 - Provided insight to Investor Relations team regarding changes in metrics prior to earnings calls and market share announcements.
- ⇒ Advised marketing team on market selection, marketing spend mix and participated in marketing planning process.
- ⇒ Oversaw teams ranging in size from 3 – 8 people.
- ⇒ Managed relationships with key vendors: comScore, Net Ratings, Hitwise, eMarketer, Jupiter, Forrester, ForeSee Results, & custom research firms.
- ⇒ Initiated and managed Ask.com Speaker Series, bringing in notable industry experts to inspire and inform.

TNS Global, San Francisco, CA 2003 - 2005

Account Executive, 2004 - 2005

Account Representative, 2003 - 2004

Consulted with clients to identify how market research could address their specific marketing and strategic business issues. Client base ranged from Fortune 500 companies to small businesses primarily focused on CPG, retail and pharmaceutical clients.

- ⇒ Assessed research needs, proposed, sold and managed research projects that covered all aspects of the marketing cycle: concept & product development, naming and branding, customer satisfaction & experience, attitude & usage, and consumer segmentation.
- ⇒ Advised clients on study design and methodology, specifically: appropriate target audience for research, questionnaire or discussion guide development, data design and applicable statistical and analytical techniques.
- ⇒ Wrote reports and presented findings within the context of their applicability to current business issues and with an emphasis on actionable recommendations and understanding of business and competitive climate.
- ⇒ Completed projects with a high level of quality and responsiveness, in a timely manner.

BABYCENTER LLC, a division of Johnson & Johnson, San Francisco, CA, 2000 - 2002

Marketing Analyst

Oversaw all aspects of research plus acquisition and conversion marketing programs for the award-winning, #1 Web resource for new and expectant parents.

- ⇒ Led all quantitative and qualitative research activities - including demographic and purchase behavior, consumer satisfaction, awareness, product development, pricing, focus groups and usability testing.
- ⇒ Created market size and penetration models to accurately assess impact of business efforts.
- ⇒ Integrated learning from industry changes, internal metrics, customer surveys, third party data, syndicated data, and customer feedback to understand critical changes in customer behavior and examined strategies to leverage these for future business.
- ⇒ Initiated a segmentation study and customer reach & frequency model specifically designed to better determine and increase customer value.

PREVIOUS EXPERIENCE

THIRDAGE MEDIA, INC., San Francisco, CA, 1999 – 2000, *Online Research & Marketing Project Manager*

THE MONEY STORE, (now First Union), San Rafael, CA, 1997 – 1999, *Sr. Strategic Marketing Analyst, eCommerce Division*

GUINNESS IMPORT COMPANY, San Francisco, CA, 1997, *Sales Coordinator/Analyst*

BRITISH AIRWAYS, Miami, FL, 1995 – 1996, *Account Representative*

SPEAKING ENGAGEMENTS

Marcus Evans' Consumer Insights in New Product Design and Delivery, "Driving Roadmaps: Using Ethnography & Its Close Qualitative Cousins," March 2011

AOL Product Summit, "Consumer Insights: Research Basics," March 2011

SMX West, Panelist, "Search Behavior: Using Research to Improve Results," March 2010

South by Southwest, Panelist, "Developing Super Senses: Tools to Know Your Users," March 2009

Online Market World, Panelist, "Measuring Social Media Impact," October 2008

Seattle Web Analytics Association, Speaker, "Increasing the Delta: How Ask Uses Data to Impact Product & Marketing," August 2008

Zaaz.com, Speaker, "Increasing the Delta: How Ask Uses Data to Impact Product & Marketing," August 2008

Citibank Small Business e-Commerce Division, Speaker, "How Ask.com Uses Ethnography," June 2008

ForeSee Results User Conference, Speaker, "How Ask.com Uses Customer Satisfaction Analytics to Guide Business Decisions," May 2008

eMetrics, Panelist, "Voice the Consumer Panel," May 2008

South by Southwest, Panelist, "How to Rawk SXSW: Staying Inspired," March 2008

American Marketing Association Webinar, Featured Speaker, "Case Study: How Ask.com Uses Customer Satisfaction Analytics to Guide Site Redesign & Product Development," Jan 2008

ADVISORY BOARDS

[Rollins College](#), Member, President's Leadership Council, Terms 2008 - 2010, 2010 - 2012

[Salon 97](#), Advisory Board Member, 2010 - 2011

[Civic Science](#), Advisor, 2010 - 2014

[Crummer Alumni Association](#), President - San Francisco Alumni Chapter, 2010 - 2012

EDUCATION

MBA, Crummer Graduate School of Business, Rollins College, Winter Park, FL, 1995

Honors B.A., Spanish, Rollins College, Winter Park, FL, 1992