

# **Raymond Pettit**

**Executive Director, Masters of Science in Business Analytics Program at UC San Diego**  
La Jolla, CA, US

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## **Biography**

Pettit has achieved an industry leadership position focused on strategic, sophisticated analytics to drive marketing resource allocation, ROI, and cross-media optimization over a 22-year career in business. Pettit has consulted across the board on short and long term client projects, and utilized the skills of brand equity measurement, ad impact measurement, and the ability to understand, apply, and "make real" a variety of multivariate data analysis outputs. His book, entitled "Learning From Winners" (2008), is based on a study of hundreds of best practice advertising effectiveness case studies from the Advertising Research Foundation's David Ogilvy Research Excellence Awards Program. The book was published by LEA/Psychology Press - Francis & Taylor Publishing, and was sponsored by the Microsoft Corporation. In addition, he was the author of "Market Research in the Internet Age: Leveraging the Internet for Market Measurement and Consumer Insight" (John Wiley & Sons, Publishers). This is the first book to establish the conceptual and methodological framework for integrating market research techniques and processes with CRM analytics and enabling technology solutions. Pettit received his doctoral degree from the University of Illinois at Urbana-Champaign and has been a market research executive and consultant for a number of US and European firms, and a statistical, data mining, and market research training consultant for SPSS, Inc. He has also served as an adjunct professor at Baruch College's Zicklin School of Business, CUNY teaching classes on internet marketing.

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## **Areas of Expertise**

Multivariate Data Analysis Outputs, Media, Advertising, Marketing, Brand Equity

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## **Affiliations**

Podium, Strategic Analytic Advisor

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## **Event Appearances**

### **Conference Keynote Presentation**

"How Big Data and Advanced Analytics are Changing the Face of Marketing, Media, and Advertising"

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## **Education**

**University of Illinois System**  
Ed.D.

**University of Illinois System**  
M.S.

**University of Michigan**  
B.M. Education

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## **Accomplishments**

### **Learning from Winners**

Award winning case studies from the Advertising Research Foundation's David Ogilvy Research Effectiveness Awards. Profiles of 'Gold' winners, such as IBM, P&G, Kraft, Lexus, and many others...

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