

AJ Keirans

Be a Good Human

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EXPERIENCE

Paradigm Sample, Remote — Vice President, Business Dev.

May 2021 - May 2022

- Member of the FLT (Future Leadership Team)
- Head of the Consulting Business Tower
- Helped create and grow the business' full service offering
- Designed and created Marketing materials and campaigns including but not limited to one-sheets, booth design, branding, blog series and conference promotion
- Supported and rolled out Global Employee Feedback Survey
- Recruited industry leaders to join the organization

DISQO, Newtown, CT — Vice President, Client Development

FEBRUARY 2020 - APRIL 2021

- Expanded company's customer base
- Created custom pricing and operations processes to support growing proprietary product offering
- Supported and helped roll out industry wide brand recognition and industry presence

Critical Mix (acquired by Dynata), Westport, CT — Sr. Director

NOVEMBER 2012 - FEBRUARY 2020

- Employee #12 - helped grow company from first million to over 60 million in revenue during my tenure
- Embodied the startup mentality and true cross-function collaboration focused on universal success for all across the organization
- 3 Time President's Club Award Winner

EDUCATION

Fairfield University, Fairfield, CT — Bachelor of Science: Marketing & Information Systems (Double Major)

SEPTEMBER 1996 - MAY 2000

Sacred Heart University, Fairfield, CT — MBA Program

2010 - 2013 (Unfinished)

COMMUNITY LEADERSHIP

SKILLS

Innovation & Creativity
Leadership
Tech savvy & adaptive
Conflict resolution
Empathy
Strong Communication Skills
Design & Creativity Skills
Culture Ambassador
Programming
Voice-Over

AWARDS

2021 Insights Association
Chapter of the Year while GNY
Chapter President

2021 Gold Crushies - CBMA
(Craft Beer Marketing
Awards) Best Beer Related
Podcast - The 16oz. Canvas:
the Art of Craft Beer

2013 GNY MRA Chapter
Service Award

2003, 2004 & 2006 Best Local
Radio Personality - Fairfield
Weekly

LANGUAGES

289 Days - Current Streak on
DuoLingo Spanish Track

Beer Kulture (5013c) – Managing Director

JULY 2020 - PRESENT

- Creating a more inclusive and representative beer, wine and spirits industry through mentorship, scholarships and breaking down the financial and social inequalities that impact entry into the industry
- Oversee partnerships

Change in the Air Foundation (5013c) – Director

FEBRUARY 2021 - PRESENT

- Created to establish an endowment in conjunction with the Brewing Program at Sacred Heart University to support and diversify the beer industry locally in CT and beyond to have more Black and Brown faces and opportunities
- Support the CITA Festival and logistics
- Involved with Operations, Promotions and Web Site

Insights Association Central Atlantic Chapter Board— most recently President, current Advisory Council Member

JANUARY 2019 - PRESENT

- One of the largest Chapters in the United States; responsible for being a resource, networking and support organization for industry professionals across all levels of experience, knowledge and focus.
- Organized and created industry wide events including but not limited to Conferences, Education, Knowledge Sharing and Networking focus on Market Research, Insights, Inclusion & Diversity, Mental Health and Best Practices
- Created, supported, hosted and produced the 'I Heart GNY Podcast' which was nominated for Best Market Research Podcast in 2021
- 2021 Chapter of the Year Award Dinner
- DEI Advocate

Data Integrity Initiative Task Force – Insights Association

APRIL 2022 - PRESENT

- Team of Industry leaders passionate about preserving data quality in the insights and analytics industry, the Data Integrity Initiative (DII) generates and vets resources that educate, identify and eliminate fraud in all types of market research
- Helped design DII Toolkit and create speaking points for conferences and promotional efforts

OTHER PROJECTS

The 16oz. Canvas – The Art of Craft Beer Podcast

DECEMBER 2016 - PRESENT

Multicultural Insights Collective – Advisory Board Member

SEPTEMBER 2021 - PRESENT

Seton Hall University Market Research Center – Advisory Board Member

AUGUST 2021 - PRESENT