

From VOC Data to Board-Level Strategy: Scaling B2B Product Revenue 3x

COMPANY: STANLEY BLACK & DECKER
ROLE: SENIOR MARKET INTELLIGENCE & PRODUCT MARKETING ANALYST

The Challenge

The Fortune 500 industrial manufacturer needed to validate a multi-million dollar investment in A706 weldable rebar innovation targeting \$300M TAM.

At the time, a customer intelligence framework was not established. They needed to assess market opportunity, the competitive positioning unclear against 4 major competitors, and use findings to create a new product roadmap addressing customer needs across 5 distributor/OEM personas.

STANLEY
Engineered Fastening

My Approach

- ✓ Market Intelligence & Sizing: Conducted TAM analysis identifying \$300M opportunity
- ✓ Competitive Analysis: Evaluated 4 major competitors across capabilities, pricing, and positioning to define stud-weldable differentiation
- ✓ Voice of Customer Program: Established first North America + UK NPS/VOC framework integrating customer feedback into product prioritization and GTM messaging
- ✓ Customer Research & Personas: Influenced creation of 5 user journey maps through systematic VOC interviews with 500+ customers/prospects
- ✓ Business Case Development: Contributed to executive presentation to secure multi-million dollar product investment

Impact

- Multi-Million Dollar Investment Secured
- \$300M TAM Opportunity Identified
- 3x Revenue Project Growth

Key Initiatives and What I Owned

1. Voice of Customer (VOC) Program & Customer Experience Analytics
2. Marketing Performance Analytics & Attribution
3. Market & Competitive Intelligence for GTM Strategy
4. Customer Segmentation and Persona Development
5. Product Marketing Strategy & Business Case Development
6. Data Infrastructure & Analytics Platform Management
7. Cross-Functional Stakeholder Collaboration