
Senior Modeling Executive Peter Cain, Ph.D Joins MarketShare Partners

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“We look forward to tapping into his expertise to expand our client base around the globe.”

Cain has a long history of developing advanced marketing mix and forecasting analytics. He has also developed methods that improve short-run ROI estimation across single brands and entire categories, opening the way to an understanding of the long-term effects of marketing.

“My passion is applying advanced analytics to help clients understand the effectiveness of their marketing efforts and untangle complex markets,” said Peter Cain. “MarketShare Partners is leading the industry. On the client side, MSP is delivering strategic, actionable insights and recommendations. On the science side, MSP has invested heavily in the development and testing of innovative approaches. I am pleased to join the MSP team.”

Cain joins MarketShare Partners from Millward Brown Optimor where he served as Global Vice President of Econometrics. Peter was responsible for global econometric analysis as well as product innovation and development. Prior to Millward Brown, Cain worked for ACNielsen as an International Modeling and Analytics Consultant.

Before ACNielsen, he worked for IRI as a Senior Development Consultant. Cain began his corporate career at The Boots Company, the leading pharmacy retail chain in the United Kingdom, with a focus on sales models and forecasts. He received his BS and MS degrees in Economics from the University of Warwick and his PhD in Monetary Economics and Applied Econometrics from the University of Nottingham.

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