



John W. Davis

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Summary

Educator and Practitioner in the application of critical, scientific thinking in Business environments. Practical liaison between business practice and learning systems, overcoming the chasm between study and application. Expert design, implementation and evaluation of learning systems for problem solving in consumer-centric businesses, including University and private enterprise. Awarded at two Tier I Universities for excellence in teaching, professionally recognized for commercial success and innovation in decision making systems.

Skills

- * Identify strategic goals, design research to match
- * Expert in all Market Research Methodologies
- * Hands-on development in every tactical and strategic aspect
- * Innovative measurement craft to maximize data content & value
- * Build, mentor, develop effective teams and vendors
- * Effective liaison and collaboration with disparate stake holders
- * Public Speaking and teaching

Professional Experience

Managing Director

Austin TX, Eugene, Oregon

The Lazarus Group, LLC / 2004-current

- * Contracted for Consultancy, Implementation and Optimization of Marketing Operations. Assignments often extend for years, transferring knowledge and skillsets to client firms. Engagements include:
 - * Mortgage Lending: Design and implementation integrated customer acquisition, ad testing and market research efforts. Populate & mentor teams. Integrate with other corporate functions. Goal of predicting consistent, predictable loans met no less than 95% of months in operation. Channel attribution, Marketing Mix Modeling, marketing spend optimization achieved with efficiency. (25 years)
 - * Banking: Innovative attitudinal/behavioral segmentation and product/profitability scoring informed targeted campaigns to focus on high-performing prospects, resulting in acquisitions performing at 3.5X profitability over first year. Generalizes to cross-sale efficiencies. (30 years experience)
 - * Insurance: Aligned CIO and CMO strategies with data architecture that enabled aggressive Marketing Science initiatives. Implemented and optimized silo-relational conversion and data content Initiative, resulting in 5X lift in ROI of direct customer acquisition efforts and tripling of cross sell efficiency. Designed & operated successful Direct Mail and testing capabilities, reducing CPA by 46%. (35 years experience)
 - * Product Development : Developed data collection & data monetization strategy for global (Australian & 13 cultures) digital Audience Identification firm. Brand trackers, digital ad evaluation services, target market ID, other fundamental market research applications sold to Multi-National firms throughout Eastern Hemisphere. (2012-2016)

Associate Teaching Professor
Lundquist College of Business
University of Oregon
Eugene, OR / January, 2023- present

Full time faculty, concentrating on practical training of critical thinking through evidence based decision making. Strong data and analytics focus. Undergrad and graduate classes, also academic advisor to American Marketing Association. *Awarded outstanding faculty awards for teaching Spring 2023 and Winter 2025.*

Lecturer
Austin, TX
The University of Texas at Austin / Aug. 2015-May 2021

Full time faculty in the McCombs School of Business, Marketing Department. Created & taught practice-based courses in Market Research, Research Methods & Statistics and Principles of Marketing for undergraduate and MBA students. *Authored text, Awarded McCombs Faculty Honor Roll 2019, 2020. Invited to return at will.*

Prior Experience:

Market Research: Lead Statistician, M/A/R/C Research, Dallas Texas
Analytical Consultant, Nielsen Research, Chicago, IL

Marketing Science Services: VP, Director of Financial Services, Equifax National Decision Systems
Managing Director, Marketing Intelligence, Locus Direct Marketing, Austin, TX
Homeowners Loan/BBVA (start up), principal in mortgage correspondent lender

Education

B.A. Psychology, University of Texas, Austin
Teaching Assistant, Dean's List. Emphasis on Physiological Psychology.

M.A. Research Methods in Political Science, State University of NY, Binghamton
Full Scholarship, Teaching Assistant, Research Associate.

Ph.D. Candidate: Policy Analysis and Evaluation Research, State University of NY, Binghamton. ABD: 'All But Dissertation' Status.
Topic: Growth Management Policy Impacts upon Economic Development

Publications

Predicting Payment and Nonpayment of Direct Mail Obligations Journal of Direct Marketing Vol. 10 Number 2, Spring 1996

Understanding the Antecedents of Defaulting on Direct Response Financial Obligations Journal of Direct Marketing Vol. 11 Number 1, Winter 1997

Using Attitudinal and Descriptive Database Information to Understand Interactive Buyer-Seller Relationships Awarded Best Article when presented at 9th Annual Robert B. Clark Direct Marketing Educators' Conference, Chicago, Oct. 5, 1997

Interactive Psychographics: Cross selling in the Banking Industry Journal of Advertising Research, March/April 2002

The Power of Our Predictions Sentia Publishing, Austin, TX 2018 (textbook with labs)