Charles 'Chuck' Bradley, Ph.D.

Influential mixed-methods research manager

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Summary

- 2+ years in branding, insights, consumer research on supplier side (Lexicon Branding); 8 years in quantitative & qualitative research and research management (PhD at Purdue U.)
- Substantial track record of driving programs that lead to successful brand names, strategies/positioning, and architectures for Fortune 100 companies, including Intel, Amazon, Meta, Fannie Mae, Cencora and PepsiCo. (Lexicon Branding)
- Lead on mid- to high-budget ($35k - $120k) projects. (Lexicon Branding)
- Maintains bleeding-edge industry and academic standards, evidenced by 10+ contributions to science in top-tier journals and at major international conferences

Key competencies

Creative: Creative development, Brand strategy, Naming, Brand architecture, Brand landscapes | **Research:** Client management,Custom quantitative & qualitative consumer / market research (A/B testing, questionnaires, ethnographies, 1:1 interviews, discussion guides, etc.), International fielding, Advanced statistics (Regression, ANOVA, data modeling etc.), Experimental design, Vendor management| **Reporting:** Storytelling, Data visualization / Dashboards (PowerPoint, PowerBI, Tableau), Strong communication skills | **Tech skills:** Python, SQL, Excel formulas, MS Office Suite | **Soft skills:** Strategic thinking, Cross-functional team leadership, Problem solving, Mentorship, Independent & collaborative work style

Professional experience

Linguist, Researcher | Lexicon Branding | Sausalito, CA | Sept 2021 to Oct 2023

- I apply insights from structural and cognitive linguistics to create and evaluate some of the most recognizable brands at the world's leading agency for brand naming and strategy. I lead a global network of 100+ linguists, conduct qualitative and quantitative research, and contribute data-backed thought leadership on consumer behavior.
- 100+ projects as leader or integral team member across product naming, corporate rebranding, brand architecture, brand strategy, qualitative language / cultural evaluations, quantitative consumer research, positioning, brand measurement, and nomenclature, *inter alia*.
- Personally driven successes include: Internationally vetted badging for Intel (Core Ultra, Evo Edition), naming for Amazon Prime (Prime Big Deal Sale), brand purpose statement for Hanwha Group.

Independent Researcher | Philadelphia, PA | May 2019 to Sept 2021

- Leveraged bleeding-edge Natural Language Processing (NLP) and machine learning analyses to answer nuanced hypotheses about human behavior.
- 10+ new-to-the-world contributions to science in top-tier scientific journals and at major international conferences.

Manager, Sign Language & Linguistics Lab | Purdue University | West Lafayette, IN | Aug 2013 to May 2018

- Trained, supervised and mentored student researchers one-on-one in developing real-world research skills. Most are now leading Speech Language Pathologists/professionals in their communities.
- Managed multiple $100k - $1mm+ short-term and multi-year projects across administrative (compliance, budget tracking) and research (data collection, analysis) duties, resulting in 10+ publications in internationally renowned scientific journals and conferences.

Education

Doctorate, Cognitive Linguistics | Purdue University, West Lafayette, IN | Aug 2013 to May 2019
Masters, Linguistics | Purdue University, West Lafayette, IN | Aug 2010 to May 2013
Bachelors, Independent Scholar (Linguistics), *cum laude* | Middlebury College, Middlebury, VT | Sept 2005 to June 2009