

**CURRICULUM VITAE OF
AMANDA T. BULIAN, MBA**

Applied Marketing Science, Inc.
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Burlington, MA 01803

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EDUCATION

- 2022 The University of Chicago Booth School of Business
Master of Business Administration with Concentrations in Marketing
Management, Strategic Management, and Entrepreneurship
- 2016 Connecticut College
Bachelor of Arts in Psychology with Statistics and Economics Minors

HONORS AND AWARDS

- 2022 Graduated with Honors from University of Chicago Booth School of Business
Kilts Center for Marketing Award for Academic Excellence
- 2016 Graduated Magna Cum Laude with Honors/Distinction in Psychology from
Connecticut College
Phi Beta Kappa and Psi Chi Honors Societies
Cameron Horner Smyser '92 Award for Scholarly Achievement
Psychology Department Prize

EMPLOYMENT

- 2024 – Present Senior Manager and Survey Expert
APPLIED MARKETING SCIENCE, INC., Burlington, MA
- Provide expert research consultation and rebuttal critiques for consumer survey evidence in civil litigation matters and cases brought to the National Advertising Division (NAD).
 - Consult with clients and experts on optimal survey design, data collection practices, experimental data analysis, and report development for litigation matters.
 - Support affiliated marketing and survey research experts in providing an opinion for trademark, false advertising, and class action matters based on likelihood of confusion, secondary meaning, perception, materiality, genericness, and dilution surveys.
 - Prepare experts for deposition and trial questioning to ensure expert witness testimony is not excluded.
 - On steering committee responsible for driving thought leadership and strategic initiatives across the firm.
- 2022 – 2024 Global Associate Brand Manager
SUNTORY GLOBAL SPIRITS, INC., New York, NY

- Created insight-backed launch and communication plans for ‘new to world’ global whiskey innovations. Both innovations drove more than \$6 million in revenue in the first 4 months.
- Presented global business performance updates to leadership team, utilizing US Nielsen scanner data, global consumer insights, brand health tracking, media, PR, and financial reports.
- Pitched to senior leadership why and how brand should enter new spirits category, by analyzing consumer survey research, product financials, competitor and category performance, as well as company and brand strategy.
- Analyzed Nielsen and IWSR scanner data to present competitive landscape for premium tequila globally and in the US.
- Assisted in the execution of a new global marketing and repositioning campaign aimed at driving awareness for global whiskey brand.

2019 – 2020

Manager

APPLIED MARKETING SCIENCE, INC., Waltham, MA

- Managed case teams in executing over 50 surveys (managed design, implementation, data analysis, and reporting) to successfully answer clients’ key case questions.
- Supported seven expert witnesses, representing both plaintiffs and defendants, in designing and conducting (or rebutting) likelihood of confusion, secondary meaning, false advertising perception, materiality, price premium, and consumer behavior studies for litigation purposes.

2014 – 2018

Senior Analyst/Analyst/Intern

APPLIED MARKETING SCIENCE, INC., Waltham, MA

- Supported the day-to-day execution of all aspects of survey research, including exploratory research, survey design, survey fielding, data analysis, and report development.

SELECTED CASE SUPPORT

Milk Street Cafe, Inc. v CPK Media, LLC

Case No. 1:16-cv-11416-DJC, United States District Court, District of Massachusetts

Assisted in conducting secondary meaning survey and developing expert report in support of litigation survey expert. Helped prepare survey expert for deposition/trial testimony and attended trial, at which Judge ruled in favor of client.

Monster Energy Company v BeastUp LLC

Case No. 2:17-cv-01605-KJM-JDP, United States District Court, Eastern District of California

Assisted in conducting likelihood of confusion survey and developing expert report in support of litigation survey expert. At trial, the judge cited the expert's survey as providing evidence of both likelihood of confusion and dilution, and ruled in favor of client.

Debbie Krommenhock, et al., v Post Foods, LLC

Case No. 3:16-cv-04958-WHO, United States District Court, Northern District of California

Oversaw the design, execution, statistical analysis, and reporting of nine conjoint surveys in support of litigation survey expert to estimate class-wide damages for a misrepresentation claim. Judge granted \$15 million settlement in favor of client.

PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research (AAPOR)

International Trademark Association (INTA)

Insights Associations (IA)

Women in Research (WIRe)

PUBLICATIONS

Traub, Amanda (2016). The Endowment Effect: What Helps Us Improve Our Perspective Taking? *Psychology Honors Papers*. 60.

ACADEMIC ACTIVITIES

2021 - 2022 Co-chair of University of Chicago Booth School of Business Marketing Group

2021 Lab in Developing New Products and Services: Consult with CPG companies to conduct consumer research aimed at driving white space innovations.