

Sam Wilcox

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Experience:

Providence Health

Senior Market Intelligence Manager – Research & Insights

Portland, OR

2016 – 2026

- **Brand Strategy** – Led Brand, Marketing & Communications team insight discussions with comprehensive quarterly business reviews of overall corporate and acute regional performance, delivering strategies that united brand messaging and exceeded consumer preference benchmarks.
- **AI Strategy** – Led discussion on how AI can benefit the organization as part of the AI Communications Workgroup, testing and evaluating AI tools including an internal chatbot for research, Copilot integration into communications and using LLMs for unstructured consumer data analysis.
- **Competitive Intelligence** – Created and maintained unique brand value proposition by tracking and analyzing competitor spending, messaging and creative concepts, shaping opportunities that empowered the brand to further differentiate itself to the consumer through its strengths.
- **Market Intelligence** – Harmonized brand strategy by developing and delivering Tableau & Power BI dashboard views to cross-functional stakeholders, accelerating both the speed of data delivery and the synthesis of complex market data into actionable insights.

We. Communications

Insight & Analytics Manager

Portland, OR

2007 – 2015

- **Media Analysis** – Proved value of communication strategies by analyzing media trends and sentiment for major technology organizations, highlighting the impact of effective messaging on crisis communication, product launches and CEO transitions.
- **Influencer Intelligence** – Improved client relations in the B2C, B2B, Analyst & Public sectors through the identification of key influencers and delivery of comprehensive biographies, data and outreach strategies.
- **Business Intelligence** – Developed an award-winning custom media listening dashboard with the partnership and integration of the software development team, leveraging measurement and discovery data into informed action on campaign strategies and relationship management.
- **Analyst Management** – Identified, hired and nurtured new talent for the Insights & Analytics team, transforming entry-level employees into effective analysts and maximizing unique team member talents to help achieve organizational goals.

Education:

Simmons Graduate School of Library & Information Science, Boston, MA

- Masters of Library & Information Science

Lewis & Clark College, Portland, OR

- Bachelor of Arts in Philosophy