ALEXANDER C. LABRECQUE

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EDUCATION

Doctor of Philosophy | Marketing | Michigan State University May 2020 (Expected)
Master of Science | Business Analytics | Michigan State University December 2016
Bachelor of Arts | Finance | Michigan State University May 2015

RESEARCH INTERESTS

Marketing Management with a focus on relationship marketing, sales management, and sales technologies.

WORKING PAPERS

- **"The Use of Persuasive Appeals in Crowdfunding"**. Co-author Farnoosh Khodakarami
  Status: Data collection completed. Currently, parsing the data into a manageable format. Targeting submission to the *Journal of Marketing*.

SERVICE AND PROFESSIONAL DEVELOPMENT

- **Managing Editor** | Journal of Personal Selling & Sales Management | August 2016 – Present
- **Judge** | All-MSU Sales Competition | Michigan State University | 2017

PREVIOUS RESEARCH EXPERIENCE

- **Michigan State University Men's Ice Hockey** | MSBA Fall Practicum Project 2015 – 2017
  - Collected and integrated data from video files to apply statistical analysis at the team level.
  - Developed real-time applications that track the location of events and faceoff matchups throughout the game.
- **Carhartt** | MSBA Spring Practicum Project 2016
  - Assisted with marketing strategy relating to male millennials using e-commerce data.
- **Michigan Export Growth Program** | Research Assistant 2011 – 2014
  - Created custom reports for over 150 Michigan small businesses wishing to expand internationally

o   Developed an interactive dashboard for the Michigan Economic Development Corporation that provided export summaries by industry code or zip code

INDUSTRY EXPERIENCE

- **Deloitte Advisory |** Analytics Intern   2016
  o   Developed a program to create a database of over 130 dealership financial statements for a major automotive OEM.
  o   Led the technical analysis of the dealership network. This included (but not limited to) developing over 30 KPIs, clustering algorithms, and interactive data visualization.

- **Michigan State MBA Program |** Project Consultant   2016
  o   Pioneered a new system to evaluate the potential for success of incoming students. This was done using data from the previous classes.
  o   Established a new framework for how the MBA admissions would evaluate future candidates. As a quantitative approach, admissions will be able to use the data to further improve their decisions.

- **Independence Innovations |** Analytics Intern   2015 – 2016
  o   Led the research on a project for q business incubator, in which we were performing a high-level feasibility study for a sugar mixing manufacturer that was looking to build a 50,000 square foot facility.
  o   Created multiple financial models to supplement the study. The first utilized a Monte Carlo simulation, highlighting the recent volatility in the industry, while the second separated the building and manufacturing pieces into separate financing packages.

- **Plante Moran Financial Advisors |** Institutional Intern   2015
  o   Created a database that complied all leads across offices. This helped senior advisors to more efficiently track leads and leverage relationships.
  o   Integrated the database with financial information from the organizations' Form 990 to create a lead scoring system.

REFERENCES

Douglas E. Hughes	Clay M. Voorhees	Roger J. Calantone
Associate Professor	Associate Professor	Professor
Department of Marketing	Department of Marketing	Department of Marketing
Broad College of Business	Broad College of Business	Broad College of Business
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