

# DUANE MCINTOSH, MSc.

Personnel Development  
Marketing and Sales / Consumer Psychology

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## EDUCATION

### MSC. APPLIED PSYCHOLOGY (INDUSTRIAL/ORGANIZATIONAL)

UNIVERSITY OF THE WEST INDIES, MONA | 2014

Focus: Analysis of Research/Statistics, Project Management, Consumer Behaviour, Marketing, Psychometrics, Corporate Identity, Human Resource Management, Monitoring and Evaluation, Extensive Qualitative/Quantitative research etc.

#### Thesis:

Achieving Work Motivation Among Middle/Senior Managers In Jamaican Organizations.

### BSC. MANAGEMENT (MARKETING)

UNIVERSITY OF THE WEST INDIES, MONA | 2011

Focus: Marketing Research, Sustainable Development; International Marketing, Consumer behaviour, Statistics, Business Development, Economics, Sales.

### Certificate - Machine Learning for Data Science and Analytics

University of Columbia (Online) | Pending

Focus: Big Data Opportunities, Descriptive Analytics, Machine Learning (predictive analytics), Behavioural Economics, Ethical/Legal Organizational Biases.

## SKILLS

### MARKETING/SALES

Ad Campaigns, Promotions.

Project Development, monitoring and evaluating

Marketing Strategies, Sales Strategy and campaigns etc.

Market Research Strategies

Disseminating info. (Press-release, reports, reviews etc.)

Market Data Analysis/ Forecasting

Sales Forecasting

### BUSINESS / ORGANIZATION PSYCHOLOGY

Job Identity design

Corporate Identity Creation

Organizational Development and Planning

Team Building and Management

Project Management

Statistical Data Analysis

Project Development, monitoring and evaluation



## CONSULTANCIES AND CONTRACTS

### BLUEDOT DATA INSIGHTS - 2018-PRESENT

Develop research and data analytics to drive actionable strategies for the improvement of sales in local/international companies.

### HEAD OF MARKETING - TRINIDAD AND TOBAGO CREDIT UNION 2018-2020

Responsible for product development, testing and promotion in financial sector. These included:

1. Conduct research on consumer needs in the financial sector to drive solutions.
2. Designed and created an international debit card, complete with unique benefits.
3. Manage all social media platforms and oversee digital transformation for online service offerings.
4. The development of a 3 year holistic marketing plan.



33%  
MEMBERSHIP  
GROWTH



40%  
MILLENNIAL SALES  
INCREASE



3000%  
SOCIAL MEDIA  
FOLLOWERSHIP AND  
ENGAGEMENT

### BRAND MANAGER - CARICEL JAMAICA LTD. 2018-2020

Responsible for developing and executing marketing activation to increase brand awareness and acquisition. Oversee the creation of all content for print, online and televised media. Acquisition of over 15,000 paying customers on network.



33.3%  
CUSTOMER  
BASE INCREASE



70%  
CUSTOMER AWARENESS  
INCREASE  
(KINGSTON & ST. ANDREW)



15% SALES  
INCREASE ANNUALLY

### MISS JAMAICA WORLD | 2014 - 2016

Management and marketing promotions. Event management and execution, partnership development leading to Grand Coronation.

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## EMPLOYMENT

### LECTURER CONSUMER BEHAVIOUR. MARKETING PRINCIPLES.

UWI | PRESENT

Strong focus on identifying the psychological factors driving Consumer behavior; the importance of neuromarketing, behavioural sciences, and online experiences in the new age of marketing.

### SPORTS BUSINESS DEVELOPMENT ASST. DIRECTOR/ ACTING DIRECTOR

UWI MONA | 2014 - 2017

Develop public private partnerships with local and international stakeholders for investment in sporting facilities at the university to replicate international standards. This would put the University of the West Indies in a unique position to host internationally sanctioned sporting competitions, while elevating its own profile as a university competing with and meeting global ideals. We achieved the goal of making UWI the only integrated facility in Jamaica for sports.

## PUBLIC LECTURES

- The Central Finance Facility Trinidad and Tobago (Guest Speaker) 2020
- AC Marriott Hotel Kingston (Mental stability and motivation during Covid-19) 2020
- Caribbean Social Development Conference (St. Lucia) (Guest Presenter) 2020
- Dollar and Sense Conference University of the West Indies (Guest Presenter) 2019
- Caribbean Youth Conference (St. Lucia) - Policy Creation (Guest Presenter) 2018
- The Caribbean Disabilities Conference (Guest Presenter) 2018
- UN International Youth Conference (Belize) Economic Development (Presenter) 2017
- Nestle Workshop - Mental Toughness for Competition (Guest Presenter) 2016
- The Impact of Sports Psychology on Athletic Performance (Conf. Moderator) 2016
- The Dream Jamaica Conference (Guest Speaker) 2016
- Jamaica Entrepreneurship Week (Guest Speaker). 2011
- The Achievers (with Owen James) (Guest Interview) 2010

## CONSULTANCIES

### THE MINISTRY OF LOCAL GOVERNMENT AND COMMUNITY DEVELOPMENT (JAMAICA) | 2019-2020

Develop and execute Change Management Programme for staff transition, employee engagement, and job satisfaction models.



100%  
WORKSHOP ENGAGEMENT  
& FEEDBACK



100%  
PERSONALITY PROFILE  
DEVELOPMENT (ALL STAFF MEMBERS)  
TO INFLUENCE MODEL CREATION FOR  
EMPLOYEE ENGAGEMENT

### THE ASSOCIATION OF CREDIT UNION PRESIDENTS TRINIDAD AND TOBAGO | 2019-2020

Conducting of training workshops for credit union marketing and sales promotion.

Current Results:



99.5%  
APPROVAL  
SCORE



80%  
INCREASED  
AWARENESS



80%  
KNOWLEDGE  
INCREASE

### CARIBBEAN CHILD DEVELOPMENT CENTER (CCDC) | 2014

Designed a programme to train key members of 8 major NGOs on conducting robust Monitoring and Evaluation (engaging stakeholders, participants etc) as well as Change Management among staff. The programme was implemented and pre-post-test measures used to assess increases in knowledge, skills and attitudes.



90%  
KNOWLEDGE



90%  
SKILLS



70%  
ATTITUDE

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## PROFESSIONAL DEVELOPMENT

- Change Management Certificate Training
- Digital Marketing Certificate
- Project Management Certificate Training
- Cognitive Behaviour Certificate Training
- Neuro-Linguistic Programming Certificate Training

## RESEARCH PRESENTATION

- Achieving Work Motivation Among Middle/Senior Managers In Jamaican Organizations.
- Religiosity and Spiritually as Coping Mechanisms for Stress in Jamaica.

## PROFESSIONAL ORGANIZATIONS

- American Psychological Association (APA) - Member

## CONSULTANCIES

### THE SOCIAL DEVELOPMENT COMMISSION (SDC) MONA SCHOOL OF BUSINESS (MSB) | 2013

Train upper managerial staff on the development of agricultural business plans, human resource management, business strategies and business models for community intervention. This included practical training through meetings with main stakeholders as well as facilitators at The United States Agency for International Development (USAID). The main focus of this particular project was the development and implementation of Aqua-ponic farming systems in Walkerswood St. Ann.

### THE SOCIAL ENTERPRISE BOOST INITIATIVE (SEBI) – JAMAICA NATIONAL/MSB | 2013

Develop business plans for Community Based Organizations (CBO's) via Social Enterprising Models. Train community stakeholders in the management of a hybrid enterprising model, where a business enterprise is created for the sole purposes of funding the social enterprise (CBO).

### SURGICAL SOLUTIONS (BARBADOS) | 2013

Develop marketing strategy, positioning and tactics to increase client base of medical center in Barbados, while showing the benefits of minimally invasive surgery.



45%  
INCREASE SALES  
ENGAGEMENT



65%  
INCREASED  
AWARENESS