

Christopher Ribeiro

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ACADEMIC POSITIONS HELD

- Rutgers University – Rutgers Business School

Assistant Professor of Professional Practice, Marketing (Full-Time)

September 1, 2025 – Present

- Chairperson, Rutgers Marketing Summit (2025–present)

- Leading panel: AI Marketing Technology (Rutgers Marketing Summit, Fall 2025)

- Teaching courses in AI in Marketing, Introduction to Marketing

- Rutgers University – Rutgers Business School

Adjunct Professor

January 2025 – August 2025

EDUCATION

- Northwestern University, M.S., Data Science, 2020

- Rutgers University, B.S., Marketing and Management, 2011

PROFESSIONAL EXPERIENCE

Starlight Analytics | June 2020 – Present

Founder & Principal

- Boutique consultancy providing data-driven insights and strategic guidance to growth-focused consumer brands.

- Advises clients in apparel/footwear, consumer packaged goods, technology, health-tech, and retail.

- Expertise in customer segmentation, pricing, brand health, product testing, and market opportunity analysis.

VF Corporation | December 2021 – June 2024

Head of Product Management – Global Marketing & Loyalty Technology

- Oversaw global product management and marketing technology for brands including Vans, The North Face, Timberland, and Supreme.

- Relaunched loyalty programs (Vans, Timberland) driving significant revenue growth and new members.

- Launched global marketing analytics platforms integrating 150+ data sources, improving ROI on \$1B+ in marketing/media spend.
- Managed partnerships with Salesforce, Google, META, TikTok, generating cost savings of \$3M annually.

PVH Corp. (Calvin Klein, Tommy Hilfiger, Van Heusen, Warner's, IZOD) | December 2012 – November 2021

Vice President, Global Consumer Insights & Analytics (2020–2021)

Senior Director/Director, Consumer Insights & CRM (2016–2020)

- Co-founded and scaled PVH's Global Consumer Insights function, embedding analytics into global decision-making.
- Identified new distribution channels worth ~\$300M annually.
- Repositioned Calvin Klein's target segments worldwide, shaping global brand strategy.
- Delivered \$50M in marketing cost efficiencies through MROI and advanced analytics.

Curion Research | 2011–2012

Research Analyst

SELECTED PROJECTS & CLIENT IMPACT

- Global Brand Loyalty Transformation (VF Corp.): Relaunched loyalty programs at Vans and Timberland, driving >7M new members and increasing member AOV by 15%.
- Channel Expansion (PVH Corp.): Delivered insights that led to entry into an overlooked wholesale channel, generating ~\$300M annual revenue.
- Brand Repositioning (Calvin Klein): Redefined target consumer segments on a global scale, guiding brand elevation strategy.
- Marketing ROI Optimization (PVH): Led marketing effectiveness studies that reallocated budgets, eliminating ~\$50M in inefficiencies.
- E-commerce Growth (VF): Generated \$35M+ incremental revenue by integrating automated email and triggered journeys via Bluecore.
- Starlight Analytics Consulting:
 - Watch Brand: Positioned a heritage watch company around quality, nostalgia, and sustainability.
 - CPG Snacking Brand: Conducted pricing elasticity and packaging research to guide retail expansion.
 - VR Health-Tech Startup: Designed market sizing and segmentation for new therapy applications.
 - Air Compressor Company: Built elasticity and segmentation frameworks for channel competitiveness.

RESEARCH & TEACHING INTERESTS

- AI in Marketing & Martech: applications of AI/ML in personalization, media optimization, and customer journeys.

- Consumer Insights & Analytics: customer segmentation, brand equity, campaign measurement.
- CRM & Loyalty Strategy: program design, economics, and customer lifecycle management.
- Pricing & Market Opportunity: elasticity modeling, whitespace analysis, competitive positioning.

CONFERENCE PRESENTATIONS & PANELS

- Panel Lead, AI Marketing Technology, Rutgers Marketing Summit, Fall 2025 (upcoming).
- Chairperson, Rutgers Marketing Summit, Fall 2025.
- Panel Lead AI for Marketing, International Conference on Information Technology & Quantitative Management (ITQM), August 2025.

CERTIFICATIONS & SKILLS

- Salesforce Marketing Cloud (Administrator, Consultant, Email Specialist)
- SAFe 6 Certified Product Owner/Product Manager (2023–2024)
- Mental Health First Aid Certified (2024–2027)
- Technical: SQL, Python, R; Tableau, Power BI, Alteryx; Qualtrics, Nielsen, Circana, Numerator

LANGUAGES

- English (Native)
- Spanish (Professional Working Proficiency)