

# Brigid Sheila Dunn

Email: Bridie.dunn.2016@gmail.com | Mobile: +1 (301)-461-5929

## WORK EXPERIENCE

---

**L.E.K. Consulting**, Associate Consultant **February 2022 – December 2024**

- Collaborated with cross-functional teams to identify growth opportunities, develop and execute strategies, and influence stakeholders with data-driven insights, while proactively addressing obstacles and delivering performance analyses
- Applied advanced analytical methods to extract insights from complex datasets and develop strategic recommendations
  - Size and forecast markets; leverage Excel and Tableau for in-depth analysis; lead primary (e.g., surveys, interviews) and secondary research; lead teams of analysts; assess customer perceptions and competitive dynamics; generate impactful slides that lead to data-driven decision making
- Generalist with experience in consumer, healthcare, and industrial sectors; due to short timelines of projects (3-4 weeks on average), mastered the skill of learning quickly and getting smart on a space, allowing for comfortability with ambiguity
- **Select case experience includes:**
  - Wrote, created, programmed, and analyzed a consumer survey for a brand refresh strategy for a paramount meats company in a lagging market
  - Developed market sizing and growth model for a sell-side strategy / market study for a premium snack bar brand
  - Ran primary research campaign focused on new growth vectors and M&A in technological personalization for health and wellness brands for a marquee CPG company
  - Owned financial market and growth model for a sell-side strategy for a regional MedSpa chain with a focus on whitespace opportunity in wellness markets
  - Developed, programmed, and analyzed two surveys (targeting providers and administrators) for a market study of a value-based care focused clinical services provider for skilled nursing facilities in the U.S.

**TD International LLC**, Analyst **February 2021 – February 2022**

- Delivered time-sensitive due diligence projects with a focus on the APAC market; providing clients with clear and concise written reports and oral briefings discussing complex risk issues with a focus on PE and MedTech markets
- Managed a team of 15 analysts that produces one of the firm's most lucrative reports throughout the entire production lifecycle, identifying the scope, schedule, profitability, and quality of projects from the time of receipt to delivery
- Communicated directly with clients to customize risk-analytic reports and ensure all work products meet client-specific expectations, deadlines, and quality standards

## STARTUP EXPERIENCE

---

**Endorphins Running**, Chicago Founder and City Lead – Chicago, Illinois **June 2023 – Current**

- Chicago founder of one of the largest global running communities in the world; as one of the founding members of the Endorphins organization, I have helped the organization scale ~500% to ~25,000 active community members today
- Fostered a community with the culture of personal growth, connection, and positivity; cultivated strategic partnerships with local and national brands (e.g., New Balance) to enhance community offerings and drive brand visibility
- Development of structured running and elite coaching programs to help members achieve personal bests with community support, fostering growth of the club and a high level of member engagement

## EDUCATION

---

**Villanova University**, School of Business – Villanova, PA **May 2020**

**Majors:** International Business & Marketing | **Minors:** Chinese & Asian Studies

**Major GPA:** 3.83/4.00 | **Cumulative GPA:** 3.52/4.00

**Honors:** Dean's List, B.F. Saul Scholar, Freeman Scholar, 8x Athletic Director's Honor Roll, Dr. Richard A. Neville Distinguished Student Award (student leadership and community impact), Full Athletic Scholarship

## ATHLETICS/LEADERSHIP

---

**NCAA Division 1 Student-Athlete**, Villanova Women's Swimming & Diving (30+ hours/week) **2016 – 2020**

- 3x Individual Big East Champion, 4x Team Big East Champion, hold both Villanova Women's Diving Records
- MVP of Big East Championship (2019), 3x All-Big East Team, 3x Philadelphia Inquirer Academic All-Area Team, CSCAA First Team Scholar All-American, 4x All-Academic Team, 5x Big East Female Athlete of the Week

## SKILLS & INTERESTS

---

**Skills:** Mandarin Chinese (15 years studying reading, writing, and speaking), Microsoft Office Suite, Market Modeling, Financial Modeling, Tableau; Circana / Nielson / Scanner data, Currently learning SQL | **Citizenship:** USA and Ireland

**Interests:** Triathlon, running, alternative and indie music, volunteering (particularly Special Olympics and One Love)