

Tyler Basara

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Education

University of Arizona

- Doctor of Philosophy in Marketing, Minor in Management of Information Systems - Scheduled Graduation May 2027
- Master of Science in Business Analytics - Graduated May 2022
- Master of Business Administration - Graduated May 2022
- Bachelor of Arts in Political Science, Minor in Military Science - Graduated May 2011

Research Interest

- Corporate Political Activity
- Sales and Sales Training
- Downstream Effects of Pricing Structures
- Consumer Adaptation of Digital Objects

Working Papers

Basara, Tyler and Reimann, Martin, "Bilateral Asymmetry: Consumers Have Genetically-Determined Preferences for Asymmetry And Socialized Preferences for Symmetry". Preparing manuscript

Basara, Tyler and Warren, Nooshin "Subsidize Me: How Corporate Political Activity Affects Subsidies for Research and Development". Preparing manuscript

Basara, Tyler "Modders, Co-Creation, and the Lifespan of Digital Objects". Gathering data

Conference Presentations and Invited Talks

Basara, Tyler and Reimann, Martin, "Bilateral Asymmetry: Consumers Have Genetically-Determined Preferences for Asymmetry And Socialized Preferences for Symmetry". In person poster presentation at the Association for Consumer Research (ACR), Seattle WA 2023

Teaching Experience

Number	Title	Term	Level	Role	Evaluations
MKTG 450	Consumer Behavior and Insights	Spring 2024	Undergraduate	TA	n/a
MKTG 525	Advanced Regression for Business Analytics	Fall 2022	Graduate	TA	n/a
MKTG 440	Marketing Research	Fall 2022	Undergraduate	TA	n/a
BNAD 277	Business Statistics	Spring 2020	Undergraduate	TA	n/a

Doctoral Coursework

Major: Marketing

- Socio-Cultural Aspects of Consumer Behavior
- Marketing Theory I
- Marketing Theory II
- Marketing Strategy I
- Marketing Strategy II
- Univariate Statistics
- Multivariate Statistics
- Academic Writing

Hope Schau
Martin Reimann
Yong Liu
Mrinal Ghosh
Nooshin Warren
Tamar Kugler
Tamar Kugler
Caleb Warren

- Consumer Psychology
- World Economic History
- Industrial Organization and Regulation

Caleb Warren
Price Fishback
Matthijs Wildenbeest

Minor: Management of Information Systems

- Topics in Data and Web Mining
- Design Science, Analytical, and Computational Research Methodologies
- Network Science: Theory and Applications
- Behavioral Research Methods

Hsinchun Chen
Yong Ge
Sudha Ram
Sue Brown

Academic Service

Aaron M. Price MFS '07 Memorial Scholarship

- Scholarship Committee (2017 – ongoing)

Work Experience

Financial Planning and Analysis Intern Mister Car Wash - Tucson, AZ May 2021 to August 2021

- Intern for Financial Planning and Analysis group, worked on software projects including the implementation of Domo Business Intelligence Software. Conducts analysis of company demographics, sales, and losses. Developed new tracking mechanisms for the performance of newly opened stores.

Inventory Presales Consultant Synchron - Philadelphia, PA January 2019 to August 2020

- Consultant for inventory software products, responsible for all technical sales aspects including: introductory calls, discovery, value propositions, demonstration of software, RFPs/RFIs, and technical validation.
- Works directly with current and potential customers including Fortune 500 manufacturers improving knowledge and understanding of products and solutions for both new and upsale potential. Worked with companies and prospects with revenue ranging from 270 million to 100 billion USD, and performed more than 30 software demonstrations to date. Primarily responsible for the sale of inventory, and retail inventory management (RIM) or vendor managed inventory products.

Strategic Sales Executive CompuData - Philadelphia, PA January 2018 to January 2019

- Assists clients in the selection of ERP systems for small and mid-sized manufacturers with revenue between 50 and 200 million USD.
- Expert in ERP systems in manufacturing environments including ATO, MTO, ETO, and contract manufacturing. Subject matter expert in various types of ERP systems, and their benefits as well as the selection and sales process.
- Developed business through multiple methods, brought in new leads and sales, and proven closing record for both net new and upsell.

Solutions Consultant Oracle - Philadelphia, PA August 2015 to December 2017

- Subject matter expert responsible for the demonstration of software to customers. Developed use cases and configured software to show customer needs could be met.
- Demonstrated Oracle Supply Chain Planning Cloud software to customers based on needs and customer request for proposals.
- Developed and built customer and internal training for use cases of cloud software. These training modules allowed other consultants new to cloud planning software to demonstrate it to customers, and allowed customers hands on experience with the software during test periods. Graduated Oracle Sales Academy.

Operations Officer U.S. Army - Fort Carson, CO June 2011 to October 2015

- Operations Officer
Operations Officer in charge of 6 senior personnel. Responsible for daily fragmentary orders, tracking of all suspenses and tasks, and production of operations orders for an 800 person Battalion.
- Executive Officer
Company Executive Officer in charge of oversight of 50 million dollars in equipment, directly responsible for 27 million dollars in equipment for a forward support company. Tracks and manages daily company functions. Directly responsible for 6 supply Sergeants and management of property.
- Operations Officer
Current Operations Officer responsible for tracking and coordination of current movement, logistics and training. Plans and resources 24-72 hours out, and manages suspenses and events.
- Platoon Leader

Platoon leader for a heavy weapons company. Responsible for the training and welfare of 24 Soldiers and responsible for 3.5 million dollars in equipment.

- Retrograde Officer

Officer in charge of retrograde of equipment and personnel from Combat Outpost Kalagush, Afghanistan to other US Bases in Afghanistan and return to Fort Carson, CO.

Managed local workers in daily movement of containers and equipment. Managed fuel, food and other resupplies all by helicopter.

Integral in successful handover of COP Kalagush to Afghan Army counterparts, resulting in a successful mission and withdrawal of the last US soldiers in Nuristan Province.

- IRT Platoon Leader

Platoon Leader of an 82 man Individual Readiness Platoon. Responsible for preparing soldiers for deployment to Afghanistan, daily training of individual soldier skills, and qualification of soldiers on weapons systems and in live fire exercises.

- K-9 Section Liaison Officer

Officer in charge of a 21 man and 21 dog military working dog K-9 section. Responsible for supervision of daily training and activities, health and welfare and successful deployment of dogs and handlers to Afghanistan in support of Operation Enduring Freedom.

Managed soldiers under my command and integrated training between civilian trainers from Vohne Liche Kennels, Yuma Proving Grounds staff and dog handlers from 4th Infantry Division.

Awards, Honors, and Grants

- Afghanistan Campaign Medal with Campaign Star
- Army Commendation Medal
- National Defense Service Medal
- Global War on Terrorism Service Medal
- NATO Medal
- Infantry Blue Cord
- Parachutist Badge
- Air Assault Badge
- German Armed Forces Badge for Military Proficiency

Skills

Programming and Technical Skills: Python, PySpark, R, SQL, PL SQL, Stata, Google Cloud

Business Skills: Business Analysis, Supply Chain, Process Improvement, Analytics, Predictive Maintenance, Forecasting, Inventory Management, Asset Management, Requirements Gathering, Software as a Service, Platform as a Service, Development, Sales