Nathan Lattanzi

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SUMMARY

Director of Behavioral Sciences with 10+ years in consumer insights, market research, and analytics. I specialize in making sense of complex, disparate data through clear storytelling and frameworks that teams can actually use. Known for grounding insights in real human behavior and building tools that create efficiency and scale. Grew the Behavioral Sciences practice to nearly 10 people across LA, NYC, and Boston; helped Corona become the #1 beer brand among multicultural Hispanics; and surfaced the anime subculture that drove a 15% lift in Acura Type S sales and earned a Gold Effie.

EXPERIENCE

MullenLowe, Los Angeles, CA
Director, Behavioral Sciences | June 2021 – Present

Lead Behavioral Sciences efforts by building audience frameworks, mixed-method research programs, cultural intelligence systems, and AI-enabled tools that enhance strategic clarity and accelerate decision-making across teams.

Audience & Insight Leadership
- Built mindset- and behavior-based audience frameworks that uncovered untapped consumer opportunities and guided teams toward the most valuable segments.
- Created demographic and psychographic profiling templates that reduced briefing time by ~20 percent and strengthened messaging relevance across teams.
- Mapped end-to-end consumer journeys to surface 2–3 high-value optimization opportunities per journey and inform conversion strategy.
- Used MRI-Simmons, GWI, and YouGov to define core and opportunity audiences, saving brands an estimated $25K–$40K compared to large-scale custom studies.

Cultural & Social Intelligence
- Analyzed affinity and passion-based signals to identify culturally relevant subcultures, enabling more differentiated creative and increasing social engagement by an estimated 15–25 percent.
- Led social listening and sentiment tracking to give teams daily visibility into cultural shifts and consumer conversations.
- Built always-on social dashboards that enabled teams to respond 30 percent faster to emerging trends and day-to-day audience insights.

Research & Measurement
- Designed mixed-method quantitative, qualitative, and synthetic studies that aligned teams around actionable audience insight and strengthened strategic and creative decision-making.
- Built measurement frameworks across brand, social, and campaign work to link KPIs to business objectives and strengthen strategic accountability.

AI, Automation & Systems
- Built AI-enabled tools including a research library, boolean builder, and synthetic-persona generator, increasing team efficiency and reducing manual insight-development time.
- Used synthetic personification to scale insight generation, test strategic hypotheses, and reach highly specific niche audiences that traditional research methods could not capture.

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Wunderman Thompson, New York City, NY
Data Science Director | June 2020 - June 2021

Directed social measurement and insight programs for Samsung Mobile, developing their first unified social performance framework across six platforms.
- Built a unified social measurement strategy to align engagement metrics with product and business KPIs, improving clarity and consistency across six major channels.
- Partnered with creative, strategy, and media teams to run test-and-learn initiatives, optimizing ad creative and increasing engagement efficiency by an estimated 15–20 percent.
- Managed a team of analysts and oversaw all reporting and insight delivery to ensure timely, accurate decision support for brand and product leads.
- Led data-driven optimizations that produced some of Samsung's top-performing social content, including the BTS "How It Started" campaign, which outperformed prior campaign benchmarks and drove significant increases in interactions.

Swift Agency, Portland, OR
Associate Director of Data Science | July 2019 - June 2020
Senior Data Strategist | February 2018 - July 2019
Data Strategist | October 2015 - February 2018

Led data and social strategy for Google, Starbucks, Pandora Music, and Made with Code, developing methodologies that identified cultural trends and informed creative direction.
- Built cultural trend methodologies that surfaced early signals for creative teams, enabling more culturally resonant work and improving creative relevance across key campaigns.
- Analyzed Google search behavior during the 2016 Olympics to uncover real-time interest patterns and opportunity spaces, shaping campaign strategy that ultimately doubled Google's brand love vs. average.
- Conducted creative resonance testing to connect content performance with behavioral insight, informing optimizations that strengthened message clarity and improved content effectiveness across priority campaigns.
- Directed reporting and insight generation for major Google initiatives including Google I/O and hardware launches, ensuring stakeholders had timely and actionable data to guide content, product, and marketing decisions.

EDUCATION
University of Oregon, Lundquist College of Business, Eugene, OR
Bachelor of Science in Business Administration | September 2007 - June 2011

Portland State University, Center for Executive and Professional Education, Portland, OR
Digital Marketing Strategies Certificate, December 2013
Advanced Digital Strategies Certificate, May 2014

IBM (via Coursera)
Databases and SQL for Data Science with Python Certificate, December 2025

TOOLS & TECHNIQUES
Insights & Data: MRI-Simmons, GWI, YouGov, Acxiom, IPSOS, Nielsen, Audiense, Qualtrics, Tableau, SQL
Cultural Intelligence: Brandwatch, NetBase Quid, Pulsar, Talkwalker, Meltwater
AI & Automation: Custom AI research tools, synthetic persona systems, automated dashboards, boolean builders