

*Thomas W. Reilly*  
*5834 Chagall Cir.*  
*Roanoke, VA, 24018*  
*(h) 540-725-5966*  
*(c) 540-293-5677*

*www.sitestaranalytics.wix.com/site-star*

## **Experience**

Virginia Tech, Blacksburg, VA. **Advanced Instructor** (2009 and current)

- Taught Marketing Research, Consumer Behavior, Marketing Management, Marketing Strategy, Retail Management, Channels and Logistics and/or Business and Society. (Also, adjunct faculty at Hollins University, the University of Southern Maine, and Canisius College for 15 terms concurrent with other full time employment listed below.)
- With student research teams, conducted many comprehensive research studies for local businesses. These included focus group, intercept, and customer surveys. These included actionable recommendations.
- Completed terms as Academic Advisor and as Faculty Advisor to the Marketing Club.

Site Star Analytics, Roanoke, VA. **President**. (2008 and current) Founded this consulting company performing real estate research and consumer research.

- Assist retail clients with national and regional deployment strategies
- Assist retail and wholesale clients in the development of their in-house predictive analytics
- Use analog databases as predictive analytics for new and proposed retail units
- Deliver site evaluations, market evaluations, and consumer research to retail clients
- Ongoing consulting projects in 2018-19:
  - Fisher Auto Parts: Deployment strategy, logistics analyses, and customer profiling
  - Leonard Buildings and Truck Accessories: Demographic profiling and various location analyses
  - Walkabout Outfitters, retail site analyses
  - Virginia Furniture Market, retail site analyses
- Consulting projects 2014-2017
  - Multiple location analyses, demographic analyses, and logistic analyses for Carolina Ale House, Free Service Tire Co, Convenient MD, Carquest, Sherwin Williams, and Hobby Lobby.
  - Pro bono consulting for Children's Trust, Roanoke, VA (2017)
  - Pro bono consulting for Roanoke Valley Speech and Hearing Center, (2017)

Advance Auto Parts, Roanoke, VA. **Director of Research**. (2000 to 2009) Directed the Research Department responsible for strategic planning, market deployment, model construction, predictive analytics and sales/trend analyses. Lead a team of 8 including analysts, statistical modelers and GIS specialists.

- Prepared the Long Term Deployment Plan
- Growth from 1,300 to 3,200+ stores during my tenure.
- Built, designed, and executed a sales forecasting program capable of accurately analyzing 250+ new stores and relocations per year. Deliverables included accurate sales forecasting and cannibalization analyses.
- Designed and built a predictive model for business-to-business auto parts delivery sales.
- Conducted periodic “customer profiles” to determine the most profitable customers.
- Conducted “high ground” analyses in most major markets to determine optimal deployment and location of new and infill stores. Supervised the creation of a successful “hot spot” demand map.
- Conducted many misc. research projects including expanded inventory lift analyses, 24 hour store lift analyses, and warehouse placement analyses.
- Conducted “post mortem” analyses for underperforming retail units.

Thompson Associates, Ann Arbor, MI. **Associate**. (1997 to 2000) Provided consulting services for a number of retail clients including Old Country Buffets, General Cinema, Rite Aid, Home Depot, Chick Fil A, Sterling Collision, Rowe Furniture, Service Merchandise, and several regional grocery chains.

- Analyses included developing sales forecasting systems and subsequent sales forecasts for new units.
- Analyses included strategy studies, and strategic realignments
- Analyses included high ground and macro store deployment strategies.

Tops Markets, Buffalo, NY. **Director of Location Research**. (1990 to 1997) Directed a department of 4-5 for this growing operator of supermarkets, deep discount drug stores, and convenience stores.

- Built the in-house forecast systems based on analog and gravity models
- Performed sales and forecast analyses for all retail formats.
- Analyzed acquisition candidates
- Executed intercept surveys for all units every year.
- Supervised the Pro Forma analysis function for new units.
- Acquired and developed properties to assist the new store efforts.

Hannaford Bros. Co., Scarborough, ME. **Senior Analyst** and **Real Estate Representative** (1983 to 1990). Sales analysis and sales forecasting for this regional supermarket/drug store company.

- Conducted accurate sales forecasting.
- Conducted annual intercept surveys
- Conducted primary consumer research projects as needed.

- Performed acquisition analysis for supermarket and drug store companies.
- Conducted feasibility studies for new market deployment.
- Acquired and developed properties for new retail units

Blue Cross and Blue Shield, Concord, NH. **Marketing Analyst.** (1981 to 1983)

Conducted primary consumer research for this health insurer.

- Provided support for sales team.
- Conducted various internal surveys and external consumer research studies.

**High School Teacher**, (1977 to 1980), Wolfeboro, NH and Rockland, ME. English with a strong emphasis in writing.

### **Software Experience**

- Very experienced with MapInfo, AnySite, Power:Site (and other gravity models) and some experience with the ESRI GIS products
- Very experienced with the Microsoft suite
- Familiar with SAS and other statistical packages.

## **Education**

MBA, University of New Hampshire, Durham, NH (1981)

- Emphasis in Marketing and Finance

MAT, University of New Hampshire, Durham NH (1977)

- Masters of Arts in Teaching with an emphasis in writing

BA, Bates College, Lewiston, ME. (1975)

- Philosophy major, English minor

### **Organizations**

- Board of Trustees, Community School, Roanoke, VA , 5 years including terms as Vice President and Treasurer
- Board of Trustees, Board President, DePaul Community Resources, Roanoke, VA, (2011 and current)
- Board of Directors, Roanoke Valley Speech and Hearing, (2015 and current)
- Roanoke Appalachian Trail Club

**Other interests:** Hiking, reading (strong emphasis in American history), raising my kids well, and following the Boston Red Sox.

### **Awards and other recognition:**

- Warren Lloyd Holtzman 2011 Outstanding Educator of the Year
- 2011 Teaching Excellence, Pamplin College of Business
- Presenter and Panelist at the Virginia GIS Conference, Virginia Beach, 2006
- Presenter at the Intalytics Site Selection Webinar, 2005
- Presenter at the Macon Regional Chamber of Commerce seminar, 2003

- Presenter and Panelist at the Power:Site Conference, Minneapolis, MN, 1998 and 1994
- Selected by Royal Ahold N.V. to consult with their subsidiaries in Malaysia and Singapore regarding real estate strategy and site selection (a one month tour)
- Presenter at Roanoke Small Business Association seminar, 2015
- Presenter at Montgomery County Small Business Association seminar, 2015