JULIAN MERCER

DEMAND PLANNER

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PROFESSIONAL SUMMARY

Demand Planner with 7+ years building statistical forecasts and leading sales and operations planning for packaged food brands. Blends data, sales input, and promotion calendars into plans that improve service levels and limit excess inventory.

PROFESSIONAL EXPERIENCE

Demand Planner Jan 2023 - Present
Mondelez International, Chicago, IL

- Own the monthly forecast for a $300M snack portfolio and improved item-level forecast accuracy from 72% to 80% in two years.
- Lead the demand review in the monthly S&OP cycle, aligning sales, finance, and supply teams on one consensus plan before supply meetings.
- Built a promotion uplift model with the analytics team that reduced post-event stockouts on featured items by about a fifth.
- Mentor two junior planners on forecast bias tracking and exception management, and both now run weekly reviews on their own.
- Set up a monthly forecast value-add report showing where sales input improved or hurt accuracy, which sharpened later inputs.

Associate Demand Planner Jun 2021 - Dec 2022

- Maintained statistical forecasts for 400 items in Excel and SAP, adjusting for promotions, pricing, and new product launches.
- Tracked forecast accuracy and bias each week and shared findings that led to better inputs from three regional sales teams.
- Prepared data packs for S&OP meetings and shortened preparation from two days to one by automating the monthly refresh.
- Helped plan a seasonal launch by pairing early orders with analogue items and updating forecasts daily through the first month.
- Cleaned up item master data and retired 150 inactive products so forecasts stopped carrying demand for discontinued items.

Demand Planning Analyst Jul 2019 - May 2021
General Mills, Minneapolis, MN

- Produced weekly forecasts for the cereal and baking categories using shipment history and retailer point-of-sale data.
- Cleaned and merged sales data with SQL to remove outliers, improving forecast accuracy by about 4 points over the prior method.
- Worked with customer teams on promotion plans and caught three overlapping events that would have overstated expected demand.
- Documented forecasting assumptions in one workbook that new analysts used to learn the planning process in their first month.
- Supported the pandemic demand surge by refreshing forecasts twice a week and flagging capacity limits to supply planners early.

CORE SKILLS

Demand forecasting | Sales and operations planning | Statistical forecasting | Promotion planning | Forecast accuracy | Bias analysis | SAP APO | SQL | Advanced Excel | Power BI | Consensus planning | New product launches | Exception management | Cross-functional collaboration

EDUCATION

B.S. in Business Analytics, University of Minnesota Carlson School of Management, Minneapolis, MN

CERTIFICATIONS

Certified in Planning and Inventory Management (CPIM) | APICS Certified Supply Chain Professional (CSCP)