



Driven to Succeed, LLC helps Fortune 500 companies and leading brands drive growth through insightful market research, new product development, and brand strategy. Our services include qualitative market research, quantitative research and analysis, concept development, brainstorming, innovation, and brand equity development.

## WHO WE ARE

We are a team of marketers, brand leaders, market researchers, people leaders and Fortune 500 General Managers who have had P&L responsibilities.

## WHO WE SERVE

Our team has worked with many Fortune 500 clients, and personally led global iconic brands including Crest®, Oral-B®, and Hershey's KISSES®.



All product and company names are trademarks or registered trademarks of their respective holders

## OUR POINTS OF DIFFERENCE



Over 75 years of combined experience in **Market Research, Marketing and P&L Management** for global iconic brands across B2B and B2C



Led by **seasoned principals**, not junior talent, who are **leaner and more agile** -- averaging two weeks from qualitative research to report



We focus on the discovery of insights through **empathy-rich conversations**, then **Translate Insights into the 'So What' and 'Now What'**™



Deliverables include a visually engaging **graphic report, video montage, executive summary** ready to share internally, video recordings and transcripts

## BACKGROUND



Driven to Succeed is a woman-owned, WBENC and NMSDC-certified Minority Business Enterprise established in 2018 in the state of Ohio by Kristin Harper, an award-winning businesswoman with extensive brand and business experience, from grassroots startups to global iconic brands. She went from college intern to Global Vice President of a Fortune 15 company in her 30s, and built deep General Management, Brand Management and Marketing experience at Procter & Gamble, The Hershey Company, and Cardinal Health. The company has 9 employees, with capability to scale by engaging like-minded partners to reach clients' goals.

Kristin is the author of *The Heart of a Leader: 52 Emotional Intelligence Insights to Advance Your Career*, and provides keynotes and training on a variety of topics related to leadership, EQ and personal branding.

NAICS	NAICS Description
541910	Marketing Research and Public Opinion Polling
541613	Marketing Consulting Services
541611	Administrative Management and General Management Consulting Services
611430	Professional and Management Development Training
541612	Human Resources Consulting Services

DUNS Number  
117809449

CAGE Number  
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## CONTACT INFO

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