

Driven to Succeed is an award-winning global market research & consulting firm that uncovers consumer insights to quickly impact your bottom line. As classically trained marketers, we provide actionable recommendations so you can make faster decisions, maximize ROI, and inspire more customers to buy.

Our Expertise

We Translate Insights into 'So What' and 'Now What'™

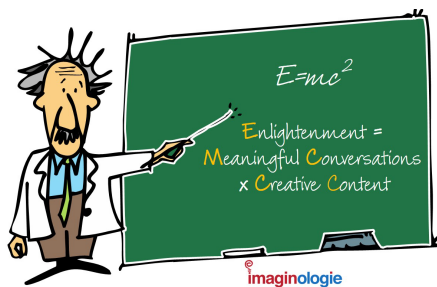


Origin Story



Named 2022 Supplier of the Year by Ohio Minority Supplier Development Council, Driven to Succeed is an award-winning WBENC, WOSB, and NMSDC-Certified Business Enterprise established in 2018 in the state of Ohio by Kristin Harper. A classically trained brand manager with 20 years of P&L, innovation and brand experience with Procter & Gamble, The Hershey Company, and Cardinal Health, Kristin went from college intern to global Vice President in her 30s. She has personally led global iconic brands including Crest, Oral-B, Hershey's KISSES, and market-leading healthcare brands. Our 25+ person research and consulting firm includes seasoned market researchers, brand managers, visual storytellers, HR and employee engagement practitioners, DEI&B experts, and more to help brands grow and people thrive. We continue to scale by engaging like-minded partners to reach clients' goals.

Points of Difference

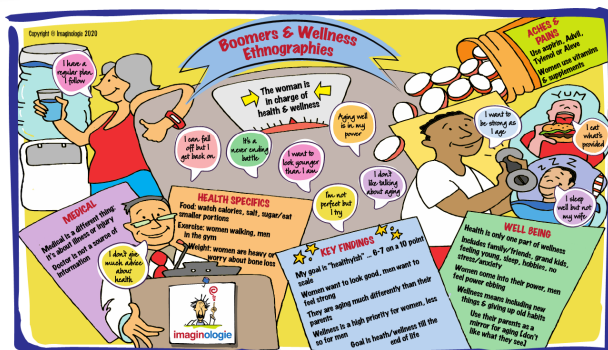


- ✓ We **combine data, empathy-rich insight discovery, and thought partnership** to make actionable recommendations
- ✓ Our team combines the **rigor of Fortune 500** market research, marketing, P&L, and brand experience with the **speed and agility** brands need
- ✓ In <30 minutes, executives and cross-functional teams can get caught up on hours of research with a concise **graphic report, video highlight reel, and podcast**
- ✓ **Global capabilities** in 50+ countries & six continents including access to over 100M consumers and B2B respondents

Clients We've Served



Sample Graphic Summary Map



Visit www.DrivenToSucceedLLC.com for case studies and testimonials

NAICS Description
541910 Marketing Research and Public Opinion Polling
541613 Marketing Consulting Services
541611 Administrative Management and General Management Consulting Services

DUNS Number
117809449
CAGE Number
8TK93



CyberReadyMBE™ Designation

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