

## Our Expertise

Powered by a diverse team with multiple zones of genius who **connect the dots to unleash growth** for Fortune 500 and mid-market brands through **insightful market research, inclusive recruiting, and impactful insights and recommendations**

## Origin Story

**Experienced:** Founded in 2018 by Kristin Harper, a classically trained brand manager and former global marketing VP, who has led global iconic brands including Crest, Oral-B and Hershey's KISSES at Procter & Gamble, Hershey, and Cardinal Health. Our team consists of over 25 mission-aligned people with similar experiences and deep subject matter expertise.

**Core Capabilities:** Market research (qualitative, quantitative, voice of the customer/employee), recruiting, brainstorming, and brand consulting.

**Certified:** Ohio-based WBENC, WOSB, and NMSDC-certified business.

**Recognized:** Ohio Minority Supplier Development Council Supplier of the Year, Women's Business Enterprise Council ORV Rising Star, Conway Center for Family Business Milestone Award, OnCon Top 50 Marketer, Smart 50 Columbus, and Future 50 Columbus.

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



## Points of Difference

- Diverse moderators build rapid rapport and unearth rich, meaningful insights
- Decades of corporate experience including Procter & Gamble, Accenture, Johnson & Johnson, Merck & Abbott
- Expertise in research, analytics, brand management, and marketing in Consumer Packaged Goods, Healthcare Biopharma, Food & Beverage, Financial Services & beyond
- Engaging research reports and video highlight reels
- Global access to over 150M B2C and B2B people across six continents, including diverse & hard to reach respondents

## Clients We've Served



## NAICS Codes

- 541910 Marketing Research
- 541613 Marketing Consulting
- 541611 Administrative Management and General Management Consulting



**Kristin Harper, CEO**  
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