

Driven to Succeed, LLC helps Fortune 500 companies and leading brands uncover insights to innovate and grow through market research and ideation in a fun, memorable way that leads to increased sales, profit and share.

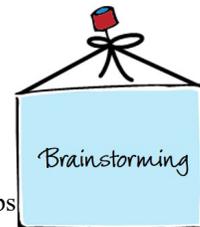
Our Expertise



- Qualitative virtual or in-person
- Quantitative
- Access to 60M consumers and B2B respondents in 50+ countries and six continents



- Concept development
- Brand positioning
- Equity development
- Customer journey maps



- New idea generation -- virtual or in-person for products, services, strategies and more

Points of Difference

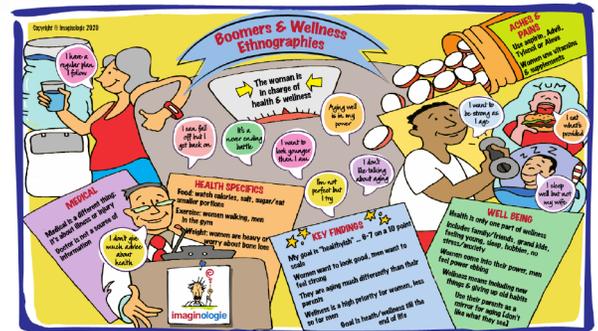


- ✓ We lead empathy-rich conversations, then **Translate Insights into 'So What' and 'Now What'™**, saving your team time, money and leading to a faster impact.
- ✓ Deliverables include a visually engaging **6-8 page graphic report**, (no long, mentally-draining decks) and a **10-15 minute research video highlight reel**.
- ✓ Led by **seasoned principals with extensive Fortune 500 Market Research, Marketing & P&L Management** experience who are **lean and agile**, averaging two weeks from qualitative research to report.
- ✓ **EQ Analytics™** is our proprietary approach to integrate empathy and emotional intelligence into market research to help predict future consumer behavior.

Clients We've Served



Sample Graphic Summary Map



Origin Story



Driven to Succeed is a woman-and minority-owned, WBENC-Certified & NMSDC-Certified Business Enterprise established in 2018 in the state of Ohio by Kristin Harper, an award-winning businesswoman. 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, and Hershey's KISSES. Our team of 17 employees includes seasoned qualitative and quantitative market researchers, business development leads, graphic designers, an IT manager, accountant, and attorney, with capability to scale with like-minded partners to reach clients' goals.

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
611430	Professional and Management Development Training
541612	Human Resources Consulting Services

DUNS Number
117809449

CAGE Number
8TK93



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