



**amy spera**

**INSIGHT STRATEGIST**

*An expert at achieving your business objectives through customer-centric moderation and facilitation methodologies*

Amy Spera leverages more than 20 years of client side experience. She spent 12 years in Brand Management at Procter & Gamble and 10 years as a Buyer and Divisional Merchandise Manager in the Retail industry. She has worked across a number of different consumer and beauty brands and with all channels of retail, including Food/Drug/Mass outlets and specialty department stores.

Amy is a highly skilled facilitator and qualitative research moderator. She has a passion for uncovering deep, meaningful consumer insights and using them to create exceptional business-building ideas. She has experience both in front of and behind the mirror, delivering results in upstream ideation, concept development, marketing/advertising campaigns, and packaging/in-store communication.

[Amy's LinkedIn Profile](#)

**CONCENTRATION**

Innovation Process and Development  
New Product Development  
Brainstorming/Ideation  
Consumer Insights  
Concept Development  
Brand Equity  
Advertising  
Package Design  
In-Store Marketing

**EXPERIENCE**

Facial Cleansing  
Facial Moisturizers  
Anti-Aging  
Skin Care  
Female Hair Removal  
Personal Cleansing  
Men's Apparel  
Junior Apparel  
Kid's Apparel

**EDUCATION**

BS in Business Administration -Summa Cum Laude  
The Ohio State University  
MBA, The University of Cincinnati