



carolina varela

INSIGHT STRATEGIST & HISPANIC DIRECTOR

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

Carolina is an outstanding moderator, facilitator and research consultant with over 10 years of industry experience. She brings valuable perspective and skills to her clients as a result of her time spent working on the client side as a Brand Manager at Procter and Gamble. Carolina's depth of experience helps her design research plans that best accomplish her client's objectives, as well as deliver analysis with clear and actionable business building recommendations.

In addition to her general market experience, Carolina brings vast Hispanic and global experience to her clients, having grown up in Venezuela and spent time working in the US and Latin America. Carolina leverages a toolbox of innovative techniques with consumers including collaging, visualization techniques and metaphorical tools.

Her natural leadership and underlying curiosity combined with her extensive experience in front and behind the mirror, enable her to drive excellent results.

[Carolina's LinkedIn Profile](#)

EDUCATION: BS, Simón Bolívar University (Caracas, Venezuela); Bilingual – English / Spanish

AREAS OF CONCENTRATION

- Concept Development & Testing
- Brainstorming/Ideation
- New Product Development
- Advertising Copy Testing
- Package Design
- Shopper Research
- Ethnographies/In-homes
- Learning Connect ®
- Hispanic Research & Consulting

PRODUCT/CATEGORY EXPERIENCE

- Personal Care
- Household Needs
- Teens Research
- Laundry Products
- Paper Products
- Cleaning Products
- Club Channel
- Health Care
- Pet Care
- e-Commerce
- Business to Business
- Retail
- Feminine Care
- Oral Care
- Beauty Care
- Oral Care
- Food and Beverage