



illumination  
R E S E A R C H



## caty grzymajlo

### NEW BUSINESS DEVELOPMENT, CHICAGO OFFICE & INSIGHT STRATEGIST

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

Caty brings to your team a passion for walking in consumers' shoes, unearthing and understanding their unique points of viewing and synthesizing this learning in insights to drive business direction. This natural curiosity and ability to immediately connect with individuals led her to Illumination Research as an Insight Strategist. Prior to joining Illumination, Caty spent 11 years at Procter & Gamble in Consumer and Market Knowledge.

During her time at P&G, Caty influenced business strategy and execution through consumer and market insights on such brands as Pampers, Pantene, Pepto-Bismol, Align, Metamucil, Prilosec OTC, and PUR. It is through this wide range of experiences where she discovered and developed her strength in moderation and facilitation. As such, Caty developed a robust toolbox of engaging and creative techniques that tap into consumers' thoughts and emotions. Techniques include: metaphor elicitation, debating, perceptual mapping, and projective techniques.

Now on the "other side of the mirror", Caty has been in your shoes and understands your need, questions and challenges. This enables her to ask the right questions at the right time to design and deliver the insights you need to reach your business objectives.

[Caty's LinkedIn Profile](#)

#### CONCENTRATION

- Advertising Copy Testing
- Brainstorming/Ideation
- Branding & Equity
- Communication Development
- Concept Development & Testing
- Consumer Ethnographies
- Insight Development
- Naming
- New Product Development
- Product Testing
- Package Design
- Segmentation
- Shopper Research

#### EXPERIENCE

- Financial Services
- Consumer Technology
- Consumer Packaged Goods
  - Baby Care
  - Beauty Care
  - Food & Beverages
  - Hair Care
  - Personal Care
  - Personal Health / Health Care
  - Semi-Durables
- Organization Culture Assessment

#### EDUCATION

- BA, Marketing & Management
- University of Cincinnati