



julie leonard

Insight strategist

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

Julie is a seasoned Insight Strategist and former Products Researcher for Procter and Gamble. She brings valuable perspective and skills to her clients as a result of her 11+ years of industry experience on the client side. Julie was trained in moderating at the Burke Institute and Gym trained through P&G, making her a highly effective moderator and facilitator.

Julie has experience moderating and facilitating for many different clients across multiple industries. She has extensive experience as well as passion for new products and upstream innovation. She utilizes a broad toolbox of techniques to mine rich consumer insights including metaphor elicitation, story telling, projective techniques and the ideal consumer experience.

She consistently exceeds client expectations by providing strong leadership throughout the entire research process – from discussion guide development through report delivery. She is a natural leader who brings talent, experience and passion to everything she does.

[Julie's LinkedIn Profile](#)

EDUCATION: BS, Xavier University

CONCENTRATION

- Product Placement/Usage
- New Product Development
- Brainstorming/Ideation
- Shopper Research
- Online Focus Groups
- In-home Interviews/Ethnographies
- Website Usability
- Package Design
- Learning Connect ®
- Concept Development & Testing
- Advertising Copy Testing

EXPERIENCE

- Global Hair Care
- Health Care
- Oral Care
- Food and Beverage
- Pharmaceutical
- Beauty Care
- Personal Care
- Baby Care
- Household Needs
- Retail
- Paper Products
- Water filtration
- Home Improvement
- Chewing Gum
- Medical Supplies