



karri bass

PRINCIPAL & INSIGHT STRATEGIST

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

Karri is the President and founder of Illumination Research. She is an exceptional research consultant and insight strategist with a unique combination of consumer understanding and marketing skills. Karri leverages more than a decade of experience both in front of and behind the mirror. She has personally moderated more than 2,000 focus groups and one-on-one interviews and utilizes an extensive toolbox of innovative techniques to mine rich consumer insights.

Prior to her moderating career, Karri spent more than five years on the client side as a Brand Manager at Procter and Gamble. While at P&G, she utilized qualitative research to create breakthrough, business-building concepts and marketing programs. Karri's depth of experience on the client side enables her to design research plans that best accomplish her clients' objectives – as well as to deliver research summaries with clear, actionable business recommendations.

Karri's moderating experience spans a wide range of categories, topics, and respondents. Her areas of expertise include concept development, marketing/advertising communication evaluations, and in-store/packaging presentation.

[Karri's LinkedIn Profile](#)

CONCENTRATION

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

EXPERIENCE

- Beauty Care
- Household Needs
- Food and Beverage
- Baby Care
- Entertainment
- Business to Business
- Travel
- Restaurant
- Wine & Spirits
- Water Filtration
- Personal Care
- Pet Care
- Automotive
- Retail
- Feminine Care

EDUCATION

- BS, The Ohio State University