



kathy leurck

**INSIGHT STRATEGIST**

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

Kathy's energy level and strong leadership skills allow her to build wonderful rapport with respondents and/or clients, making her a highly effective moderator and facilitator. She has broad experience covering methodologies from shopper research to extensive ethnographies and has interviewed a wide variety of respondent types including males, teens, Physicians and more. She has extensive experience facilitating concept development workshops as well as ideation sessions across various categories.

Her 15 years of industry experience, along with her moderator training at the RIVA Institute in Washington, D.C., attribute to her superior skills. Her experience covers many categories and companies including Procter & Gamble, Design Forum, Nestle, Interbrand, Tyco, Dunkin Brands, and many others.

Kathy utilizes a broad spectrum of innovative techniques including perceptual mapping, metaphor elicitation, mind mapping, and debating. With past experience at Johnson & Johnson in Pharmaceutical Sales, she is a natural leader who brings talent, experience and passion to every project she works on.

**EDUCATION:** BA, University of Dayton

**CONCENTRATION**

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

**EXPERIENCE**

- Oral Care
- Sports/Energy Products
- Food & Beverage/Coffee
- Shave Care
- Entertainment
- Business To Business
- Cellular
- Crafts
- Wine & Spirits
- Pharmaceutical
- Feminine Care
- Skin Care
- Home Care
- Automotive
- Hair Care
- Personal Care
- Energy/Conservation
- Vitamins/Nutrients