



illumination
R E S E A R C H



kelly legault

INSIGHT STRATEGIST

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

Kelly brings a strong depth of experience to Illumination with 16 years in Research Moderating, Brand Strategy Consulting, Brand Management, and General Management. This experience gives her a unique perspective and a relevant skill base to deliver client objectives with excellence. Prior to joining Illumination, Kelly worked as a Brand Strategy and Market Research Consultant, helping her clients to make better business decisions by delivering actionable strategies and plans to drive their brands. She also spent 9 years in brand management at Procter & Gamble working on various businesses and categories as well as in the shopper marketing group, where she gained a deep understanding of the marketing arena and what it takes to get the most out of consumer research. Her ability to understand client needs and leverage her experience to deliver research solutions to meet those needs makes her an ideal partner for clients.

Kelly has a wide range of experience across many different industries and companies within them, including: Procter & Gamble, Walgreens, JCPenney, Fisher Scientific, Take Care Health Systems, AstraZeneca, and others. She also has extensive experience working with many different advertising agencies and design firms.

[Kelly's LinkedIn Profile](#)

EDUCATION: BS, Marketing and Finance Syracuse University's Whitman School of Management; MBA, Duke University's Fuqua School of Business

CONCENTRATION

- Advertising Copy Testing
- Brainstorming/Ideation
- Concept Development & Testing
- C-Suite Level Interviews
- In-home Interviews
- New Product Development & Testing
- Package Design
- Phone Interviews
- Product Placement
- Shelf Redesign
- Shopper Research

EXPERIENCE

- Health Care
- Beauty Care
- Personal Care
- Pharmaceuticals
- Retail
- Oral Care
- Club Channel
- Financial Services
- Telecommunication
- Business to Business
- Transportation