



illumination
R E S E A R C H



kristi leonard

INSIGHT STRATEGIST

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

Kristi is a seasoned Insight Strategist from having conducted hundreds of groups and IDIs during her years with Illumination, her role as the category manager on P&G's Wal-Mart team, as well as her University of Texas MBA in Marketing (with special studies in shopper behavior under Leigh McAlister of the Grocery Revolution.) Her 10+ years' client-side experience working in consulting, marketing, customer business development and design companies adds to her skills in research planning, moderating and facilitation – make her uniquely suited to uncover consumer insights and build ideas that drive clients' business results.

Some of Kristi's clients include Kroger, Animal Planet, Ford, FluMist, Fuse, P&G, Hershey, Kashi, Reynolds, Rent-a-Center, Ross Heart Centers, Timken, Sara Lee and many others. She has also worked with agencies such as Tremor, Brandstorm, Design Forum, and MarketTree and had great success in finding key insights to drive their clients' business.

Her capabilities include: concept testing, claims testing, concept creation, private label brands, loyalty programs, shopper-based design, Learning Connect sessions, new product development, and working with service companies. She has done extensive packaging testing and moderated a full-year packaging development project including global architecture work and nomenclature work for a billion dollar brand.

[Kristi's LinkedIn Profile](#)

EDUCATION: BA, Texas A&M, MBA, University of Texas

CONCENTRATION

- Shopper Research
- Ethnography
- Product Placement/Usage
- Package Design
- Retail Environment / Store Design
- Concept Development
- Advertising & Marketing Testing
- Online Focus Groups
- New Product Testing

EXPERIENCE

- Health Care/Pharma
- Baby Care
- Hair Care
- Pet Care
- Food & Beverage
- Beauty Care
- Club Channel
- Household Needs
- Business-to-Business
- Automotive
- Coffee
- Personal Cleansing