



illumination
R E S E A R C H

laura hoffman

INSIGHT STRATEGIST

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

Laura brings an engaging personality, poise and leadership to each of her projects making her a highly effective moderator and facilitator. Prior to joining Illumination, Laura worked on the client side in health care marketing, where she found her passion for consumer understanding. Laura has an innate ability to understand what her clients need to learn and then to leverage the most appropriate techniques to uncover the insights. She is also adept at translating the research findings into actionable business recommendations.

Laura's experience spans many categories and companies and she has experience interviewing a wide range of consumers from teens and moms to physicians and men. Her list of clients includes many large manufacturers, retailers, and ad agencies: Procter & Gamble, Kellogg, Kroger, Interbrand, The Scotts Company, Launchforce, and many others.

Her "toolbox" of innovative techniques combined with her natural curiosity and passion for discovery make her an ideal partner for your research or ideation project.

[Laura's LinkedIn Profile](#)

CONCENTRATION

- Concept Development & Testing
- Word of Mouth
- Marketing Communications
- Shopper Research
- Package Design
- Website Usability
- New Product Development

EXPERIENCE

- Beauty
- Household Needs
- Health Care / Pharma
- Personal Care
- Skin Care
- Paper Products
- Food and Beverage
- Baby Care
- Water Filtration
- Retail
- Lawn Care
- Financial Services

EDUCATION

- BS, Integrated Strategic Communications, University of Kentucky