



illumination
R E S E A R C H



laura b sullivan

INSIGHT STRATEGIST

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

Laura brings a strong depth of experience to Illumination with 16 years in Brand Strategy Consulting, Brand Management, and General Management for organizations ranging from Fortune 500, Family Founded Multinational, Silicon Valley start ups and issue based Non Profits. This experience gives her a unique perspective and a relevant skill base to deliver client objectives with excellence.

Prior to joining Illumination, Laura was Vice President of US Marketing for Lonely Planet, Inc. She oversaw the launch of their iPad eBook Series, grew Social Media efforts and oversaw the US Communications and Market Research Team. Prior to that Laura spent 10 years in marketing strategy roles at American Express where she won the Chairman's Award for Innovation.

Laura has consulted on a wide range of projects such as: Apple/mobile applications usability research, generational ethnographies, facilitation of internal staff strategy sessions and new product and packaging development. Laura has a keen ability to understand client needs, leverage her past experience and innate ability to interpret consumer insights and trends to deliver the best research solutions for clients.

[Laura's LinkedIn Profile](#)

CONCENTRATION

Advertising Copy Testing
Brainstorming/Ideation
Concept Development
C-Suite Level Interviews
Facilitating Internal Strategy Sessions
Online Research
Product Development
Package Design
Mobile Application Development & Usability

EXPERIENCE

Financial Services
Travel & Entertainment
Consumer Technology
Publishing
Business to Business
Fitness
Retail
iPad/iPhone Applications
Issue Based (Education, National Service, Public Policy)

EDUCATION:

BA, History from Georgetown University
MBA, Cornell University's Johnson Graduate School of Management