**JAN NEUBAUER**

**51 Smithfield Avenue**

**Meriden, Ct. 06451 e-mail:** [**jneubs@att.net**](mailto:jneubs@att.net) **(203)715-4181 or (203)237-6583**

Senior **Marketing Research/Marketing Consultant, and Business Development** Professional with extensive experience in all facets marketing research: (including Qualitative Moderator, ethnographies, shop alongs). Years of global brand and multi-country/international research. Solid understanding of syndicated data and primary research data within numerous consumer packaged goods categories; health & beauty aids; skin care/personal care/cosmetics products; various food, beverage, spirits/liquor/beer; health care and insurance; OTC as well as RX; durable goods; business-to-business; financial services/banking/credit cards; television and entertainment and public relations; and publishing industry. Energetic, creative problem solver, team player, and strategic thinker. **Currently dedicated to freelance, consulting engagements for contract term durations.** Masterful use of time - gets the job done, ahead of schedule and on budget!

**EXPERIENCE**

**Senior Consultant(Freelance)-Market Research/Strategy and Insights (Contract Engagements for Term Durations)**

1. **PepsiCo-Shopper Insights/Pernod Ricard USA/Ciprus Research/CrowdTap/NMI Consulting/Kancor Corporation/AT Kearney Consulting (2011 to present)**
2. **PepsiCo-Global Strategy & Insights, International Division (all of 2010)**
3. **Sun Products/Chattem Inc/Partique/Marketing on Demand/Ciprus Research/The Insurance Consortium (2009 to early 2010)**
4. **Unilever-Best Foods Division (Oct 2008-2009), and PepsiCo Strategy & Insights-Brands Sierra Mist and Mt. Dew ( 2009)**
5. **Unilever-Best Foods (April 2008-October 2008)**
6. **PepsiCo (August 2007 to April 2008)**
7. **Unilever-Best Foods and Unilever-HPC Divisions (August 2006 to July 2007)**

Retained by companies named above on consulting engagements with various Insights and Brand teams, as well as: Advanced Analytics, National Sales, Product Development Scientists, Shopper Insights on broad spectrum of projects:

1. Global category consumption and Shopper Insights (multi-country assessment). A holistic assessment of white space and portfolio management; an integrated approach looking at consumption from both consumer and shopper lens
2. Innovation work streams with a series of research to determine viable business opportunity and value to brand
3. Shopper Insights projects, and more specifically projects to guide action plans for National Sales Teams and Customer Account Teams
4. Ethnographies and Shop-Along’s to gain category/brand understanding and shopping behaviors
5. Promotion Effectiveness and Sales Lift assessment due to brand activation and promotion programs
6. Strategic research (including segmentation and target profile) to determine marketing thrust and guide positioning opportunities -- high visibility outcomes
7. Creative development (a series of qualitative and quantitative projects), positioning, communication strategy
8. In depth investigation to identify contributing factors of declining categories, devising a strategy and call-to-action for category turnaround

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1. Situation assessment (a comprehensive analysis of category growth/decline and contributing factors related to client brands)
2. Close alliance with Product Development Scientists on go/no-go product decisions and refinements in product development process. Worked on

global brands, thus managing multi-country projects for new product/restage product opportunities, and strategy work streams for global brands.

**Attitude Measurement Corporation 2004 to 2006**

**Vice President – Strategy and Insights/Business Consultant**

Overall responsibility for client services, specializing in customizing design, including advanced analytics, analysis, and graphic presentation of findings. Company ambassador, suggesting appropriate design/analysis to address client’s business issues. Key client contact for insights, vision, and recommended next steps. Entrusted with company growth.

**Senior Consultant(Freelance)-Consumer Marketing Insights 2001 to end 2003**

Exclusively retained by Unilever-HPC to work with Marketing and Research teams on innovation work streams and insights, need gap, and next generation of products. Duties include: ideation, focus groups, concept assessment through study acceptance and business potential. Working closely with internal teams on new product opportunities. Need gap and segmentation evaluation often part of the process. Situation assessment for categories with recent competitive activity, assessment of promotion effectiveness programs conducted for Marketing. During this timeframe also worked with Pert Survey Research and Product Ventures for one-off assignments.

**Copernicus Marketing, Westport, Ct. 1999 to 2001**

**Vice President/Marketing Consultant**

Project and client liaison for strategic marketing consulting and research service organizations, focusing on the science of marketing by utilizing proprietary models and research tools. Specialties were segmentation and targeting typology approaches; unique brand equity methodologies; positioning; benchmark and tracking studies; customer satisfaction tracking; new or restaged product/service testing and forecasting, including the analysis and interpretation of syndicated sales tracking data. Fully charged with research design, proposal/pricing overseeing support staff during study execution, written graphic analysis and verbal presentations, highlighting next steps and call to action.

**Ambrosino Research, Inc., White Plains, NY 1997 to 1999**

**Vice President-Business Development/Sales and Consulting**

Primarily responsible for sales growth and client service on new accounts. Duties included consulting on study design matched to Marketing’s issues, proposals, coordination with staff during execution phases, graphic presentation analysis, verbal presentations, actionable conclusions, recommendations and next-step analysis. Projects often led to next step consulting.

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**Avon Products, New York, NY 1995 to 1997**

**Global Research Director**

Design, direct, analyze research as liaison with Global Marketing, Advertising and Promotion Teams. Extensive international involvement, including strategic multi-country qualitative projects. Assigned to new business ventures and strategic projects with high visibility and financial impact. Abundant promotion

effectiveness assessment with Marketing teams to determine ROI. Categories included: Cosmetics, Hair Care, Nail Care, Fragrances, Skin Care, New Business Ventures, Brand Stretch and Corporate Opportunities.

* Redesigned Skincare portfolio of Brands
* Identified New Business Opportunities and Revenue Streams
* New Product Testing, Prime Prospect Identification, Trends
* Sales Force Initiative Program Identification

**Combe Inc., White Plains, NY 1983 to 1995**

**Director Consumer Research (1993-1995)**

**Associate Research Director (1991-1993)**

**Retained Consultant (1983-1991)**

Overall supervision of Research Department and staff. Close rapport with Vice Presidents, Marketing Managers on strategic issues, design decisions, strategic negotiations and proposals with outside vendors. Direct link to President and EVP of Marketing. Charged with high level analytics and presentation of research outcome and its effect on strategic planning. Active participation in development of Marketing Plans, Sales and Advertising Targeting Programs. Overseeing of Advertising and Promotional program roll-out. Extensive international research and marketing involvement, especially on restaging or new product launches. Sole facilitator for qualitative assignments throughout tenure. Categories included: Hair Color, Hair Care, Feminine Hygiene, Oral Care, Skin Care, Foot Care, Pet Care, Scalp Care.

* Recommendations led to successful launch of several new products
* Revived failing categories, bringing them to double digit growth
* Streamlined Operations for peak efficiency and productivity
* Experienced user of Nielsen and IRI and sales tracking data

**Marketing and Research Consultant l983 to 1991**

Owner of independent research and marketing consultancy, with several employees, providing marketing expertise and quantitative/qualitative research services to corporate accounts and independent research vendors.

**The Weston Group Consulting, Westport, Ct. 1981 to 1983**

**Research Director, Consultant and Business Development**

Design, select suppliers and oversee overall operations. Proposals, costing, presentations, written analysis and consultancy to clients. Overall responsibility for business development/sales.

**General Electric, Bridgeport, Ct. 1979 to 1981**

**Senior Research Group Manager**

Directed custom research for Housewares/Appliance Division, involved in research solving complex strategic issues. Integral part of Marketing task teams. Outcome analysis and presentation to Marketing and upper Management.