

(203) 962-1313 (m)

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Senior strategist/analyst with unique talent for mining research and data to find meaningful insights, then translating them into narratives that inspire creative excellence and fuel revenue-generating campaigns for top-tier brand marketers. Extensive experience creating and delivering successful client presentations and new business pitches.

Clients: Unilever, PepsiCo, Nestle, Mondelez, Diageo, GSK, Pfizer, Chase, AMEX, InBev, Whirlpool

Delivering Inspiring Insights: Designed data-drive approach (third- and first-party data with custom quant study) to create segmentation of health system patients by wellness attitudes, then partnered with creative team on 360 patient communication strategy.

New Business Success: Developed an insights culture and strategic process that won at least five major new business pitches after joining TracyLocke.

Strengthening Client Relationships: Repeatedly recruited by previous agency peers to improve existing client perceptions of their new agency's added value.

Creating Organizational Value: Elevated company strategic thinking capabilities and grew average engagement fee from \$50K to over \$250K at Sterling via formal and informal education.

Bringing Broad and Deep Expertise to Achieve Marketing Objectives

Communicator Collaborator

Marketing Strategy
Big Data | Analytics
Campaign Measurement

*Consumer Packaged Goods
Travel | Hospitality*

Technically Experienced Supportive Leader

Syndicated Data Analytics
Quantitative Research
CRM | Loyalty Design/Msrmnt

*Financial Services
Food & Beverage*

Confident Entrepreneurial

Digital Strategy
Social Listening
Shopper | Omnichannel

*Healthcare
Consumer Electronics/Tech*

A Career Successfully Turning Analysis into Insights and Revenue

Senior Vice President, Insights & Strategy

Epsilon Agency (Digital Innovation Team), Wilton CT

2007-Feb 2017

Recruited to Ryan to provide strategic link between Creative and Research. The team's role expanded after acquisition by Epsilon to include big data analytics and storytelling.

- Built and led a team that mined insights from syndicated data sources and innovative primary research, then partnered with account and creative teams to develop revenue- and brand-building integrated campaigns through effective creative briefs and ongoing direction.
- Fielded and publicized, through white papers, articles, press interviews, and speaking events, multiple data-based thought leadership studies (digital shopping tool impact, Hispanic shopper behaviors, millennial QSR preferences, sustainability communication to wellness consumers).

- After acquisition by Epsilon, integrated big data analytics and AI/machine learning to the team's arsenal to identify emotional connection points with competitive consumers, to create data-driven user journeys and actionable segmentations, and to optimize CRM programs.
- Named "Woman of Excellence" by Path to Purchase Institute, IAB Research Committee member.

Executive Director, Head of Planning

TracyLocke (Omnicom), Wilton, CT

2001-2007

Recruited to TracyLocke to start up and build a Planning team that would transform this single-client satellite to a full-service standalone office with a broad client base.

As first Head of Planning, hired, built and managed a team of ten Planners to instill an insights culture and organize agency process around insights-driven strategy. Analyzed syndicated and primary research data to deliver compelling briefs and conduct creative workshops that inspired great campaigns in personal care, beverages, spirits, and confectionery. Worked as integral part of client-facing teams. Responsible for strategy work that captured five major new clients in three years, created a diverse and stable base, and drove steady five-year revenue and profit growth.

Senior Vice President, Strategy

Sterling Brands, New York, NY

2000-2001

Recruited to Sterling when Head of Research retired and partners wanted to build a standalone brand consulting business that went beyond research for their design business.

Led brand strategy engagements at boutique global branding consultancy using proprietary qualitative research approach to uncover core emotional connections between brands and consumers. Directly responsible to clients for ongoing team performance and for delivering successful project outcomes. Led the team that grew Strategy revenue from approximately \$50K per engagement to \$250K+ per engagement.

Vice President, Consulting (started as Senior Consultant)

Ryan Strategic Applications, Westport, CT

1993-1999

Recruited to Ryan to help build and develop a new practice focused on revenue-building brand marketing and product innovation consulting.

Managed and solidified what became a long-standing relationship with the Whirlpool management team by analyzing US and European economic statistics, consumer attitude studies and population data from dozens of sources to quantify 8 core trends driving home appliance expectations and creating a process to use those trends to develop successful long-term product innovations.

Senior Brand Manager, Brand Mgr, Assoc. Brand Mgr, Asst. Brand. Mgr.

Pepsi-Cola Company, Somers, NY

1987-1993

Education

Harvard Graduate School of Business Administration, M.B.A.

1987

Yale College, B.A., Economics, magna cum laude, Distinction in major

1980

Extra-Curricular

Girl Scouts of CT. Lead a troop of powerful-women-in-training; **Adoptive Parents Committee.** Executive Board Member; **HBS Club Community Partners.** *Pro bono* consulting.