

KERI CHRISTENSEN  
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## SUMMARY OF PROFESSIONAL ACUMEN

- 20+ years as a market research professional with deep experience in both qualitative and quantitative.
- Demonstrated leader with the drive to provide senior management with new insights to shape strategy and uncover untapped market spaces.
- Deep thinker who is agile with large amounts of data to determine what's important and distill it into actionable recommendations.
- Straight-forward communicator who can organize, clarify and communicate complex ideas quickly and succinctly.
- Entrepreneurial spirit able to change course quickly, be "scrappy" and field research on incredibly short time frames.
- Strong public presenter who connects with and motivates audiences from 20 to 500.
- Organized facilitator with the ability to create and lead workshops cross-functionally to build consensus.
- Hands-on contributor with the capacity to both think and "do" to juggle the details as well as the big picture.

## CAREER EXPERIENCE

### **KYNETEC GLOBAL ANIMAL HEALTH** **- 2018**

#### **SR. RESEARCH MANAGER**

- Reinforced client relationships and developed new business opportunities for several major accounts including Aratana, Bayer Animal Health, Boehringer Ingelheim, Elanco and Zoetis.
- Won projects totaling \$300,000 in first 6 months with Kynotec
- Proposed new business development strategy to senior management based on platform of thought leadership

### **BOEHRINGER INGELHEIM VETMEDICA** **2013 - 2017**

#### **SR. MANAGER MARKET INSIGHTS**

Supported C-Suite for US and four Specie Marketing & Sales Organizations (40+ stakeholders) with market insights to uncover unmet customer needs, forecast new product adoption, drive brand strategy, and develop new communications platforms. Acted as provocateur and truth teller to reveal when organizational blinders were blocking innovation and understanding of customers' evolving business models. Responsible for market share reporting, primary market research and competitive intelligence.

#### **KEY ACHIEVEMENTS**

- Advocated for and led channel pricing projects for Swine and Pet business units that fundamentally changed how company defined customer segments and pricing strategies – resulting in reduced channel conflict and building barriers to switching.
- Created and presented "Clientology" at 2017 major industry tradeshows as the face of the new BIAH Pet Division.
- Envisioned how to combine big data source for US household demographics with proprietary market research on the pet owner veterinary experience to create innovative new mapping tool. Presentation and tool used to show most valuable customers how to better differentiate their business from competitors and target pet owner segments for future growth.
- Challenged status quo and made case for eliminating poor quality information sources in order to bring in leading edge big data source to drive monthly monitoring of competitive threats and market opportunities for sales territory managers.

### **MARKET STRATEGIES INTERNATIONAL** **2010 - 2013**

#### **VICE PRESIDENT**

Proactively sought out new business opportunities within the telecommunications and technology sectors and established relationships with prospective clients to understand their business issues and marketing research needs.

#### **KEY ACHIEVEMENTS**

- Re-negotiated terms with major client to drive 5 percentage point increase in margin.
- Won new major client account generating \$630,000 in new revenues in first 8 months with company.
- Exceeded 2011 sales goal of \$1.6 million by July 2011.

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**DATA DEVELOPMENT WORLDWIDE****2005 - 2009****SR. VICE PRESIDENT**

Sold value-added solutions from across the portfolio of DDW research tools including brand positioning and tracking, advertising testing, price and product optimization, market structure assessment, segmentation, and customer loyalty tracking.

**KEY ACHIEVEMENTS**

- Revived languishing account and grew it to \$1.2M in sales in 2005, exceeding company forecast by 100%.
- Exceeded sales goal of \$1.5M for 2006, sold over \$2M in 2007, 2008 and 2009.
- Created sales materials and proposal templates for key DDW products to support personal selling efforts.

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**SPRINT****2000 – 2004****GROUP RESEARCH MANAGER, SBS DIVISION****2003 – 2004****KEY ACHIEVEMENTS**

- Managed cross-functional team that launched internal knowledge portal in Dec. 2004 to provide one-stop access to primary research and secondary/syndicated sources. Successful launch depended on my ability to negotiate for additional headcount resources from VPs over internal communications and the corporate resource center.
- Championed research to Sr. VPs of marketing and product development that drove decision to accelerate VoIP solutions
- Integrated primary research and information from industry analysts to form industry-leading strategy for B2B SLAs.

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**SR. RESEARCH MANAGER, PCS DIVISION****2000 – 2002****KEY ACHIEVEMENTS**

- Mediated dispute between VP of Business Marketing and VP Network Operations over product readiness for new “push-to-talk” phone by proposing and executing a customer market acceptance trial.
- Executed all research for key product launch in 2003 of “ReadyLink” product including handset concept testing, market forecasting and product naming.

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**DECISION INSIGHT****1998 – 2000**

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**SHUGOLL RESEARCH****1996 – 1998****PROFESSIONAL ASSOCIATIONS**

- Market Research Association, American Marketing Association, Association of Professional Futurists, Toastmasters

**SPEAKING ENGAGEMENTS**

- 2017 Clientology Symposia Keynote at NAVC, WVC, and AAHA
- 2010 Sprint Marketing Forum: Market Research in a Web 2.0 World
- 2006 PRICEX Can a Bundling Strategy Drive Penetration of Add-On Services?

**EDUCATION**

- In progress M.S. Strategic Foresight, University of Houston, Houston TX
- 1994 M.S. Marketing, University of Colorado, Denver CO
- 1988 B.A. magna cum laude, Geography, University of Colorado, Boulder CO