

ILONA RICE

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Summary

An experienced Marketing Research Leader, skilled in both primary consumer research and syndicated data for global markets. Expert in all aspects of the new product development process, from consumer insight and idea generation through product and advertising testing, for high-growth, new product and equity driven HBA/consumer packaged goods, electronics and financial services categories. Synthesizes large amounts of information into focused insights and ideas, collaborating with colleagues to make it easy for them to assess business risk and develop ideas and innovations that drive their business.

Career History

- THE CONSUMER i**, Hermosa Beach, CA 2007-present
- Provide consumer insights and marketing research consulting. Also develop and write consumer insight focused positioning statements and new product concepts. Projects include:
 - Provided temporary analytical support for large, international marketing research supplier
 - Performed both qualitative and quantitative work to improve marketing communications for Master's program at an Ivy League college, awareness tracking for network provider
 - Provide bookkeeping services; formerly CTEC licensed to prepare income taxes in the State of California
- FIREFIGHTERS FIRST CREDIT UNION**, Los Angeles, CA Spring 2019
Marketing Research Consultant
- Led all phases of marketing research and built data-driven recommendations to guide business decisions.
 - Conducted extensive competitive market studies on various banking products and institutions
 - Reviewed data suppliers and enhanced database structures in preparation for RFP
 - Evaluated and presented summaries of findings for extensive financial services/credit union studies
 - Created profiles of credit union members and helped integrate email program
 - Researched expansion markets and products, including mapping for potential branch locations
- HARMAN INTERNATIONAL**, Northridge, CA 2010-2013
Consumer Insights Consultant
- Harman is a global consumer, automotive, and professional audio electronics company whose brands include JBL, harman/kardon, Infinity, AKG and Mark Levinson, as well as a number of other specialized brands.
- Design and execute mostly in-house research projects for US, Europe, China, India and other countries, including
 - New Product Development including Concept writing, quantitative testing, developing concept database, evaluation of prototype products, naming tests, evaluation of packaging, ads and other printed materials
 - Consumer segmentation, attitudes and usage, and trends
 - Global syndicated data compilation and analysis, including NPD, GfK, Euromonitor, Parks, and other sources
- FUNDACION PRO HUMANA VITAE**, La Plata, Argentina (Through the Foundation for Sustainable Development)
ProCorps Consultant, Instituto Artesanos Manos Platenses Fall 2009
- Fostered growth and sustainability of artisan entrepreneur businesses and weekend crafts fair.
 - Conducted quantitative and qualitative research on clients of the crafts fair and participant artisans, then presented findings, along with fundamentals of marketing and a participative collage project, in a seminar for artisans (in Spanish). Encore presentation in 2011.
- NEUTROGENA CORP. (JOHNSON & JOHNSON)**, Los Angeles, CA 1996 - 2006
Manager of Marketing Research 1998-2006, Senior Market Research Analyst 1996-1997
- Collaborated with the Ageless Platform to grow the business +25% in 2005 by providing consumer insights in a marketing research plan that covered everything from insight generation to advertising validation.
 - Provided research and insights for the 2002 launch of the Men's Line and subsequently guided ad development, repackaging and new product introductions, resulting in +30% growth in 2006.
 - Liaison for IRI services (Information Resources, Inc., syndicated data provider) across all Neutrogena categories, optimizing value from a multi-million dollar contract and 4 onsite consultants.

Strategist:

- Generated new ideas and reduced business risk by providing consumer and market insights.
- Guided strategy, business plan, and product launches, addressing issues through active participation in cross-functional category teams.
- Led new product and claims ideation processes, strengthening the percentage of above-norm product concepts, resulting in over 50% statistically above average.

NEUTROGENA CORP - Manager of Marketing Research 1996-2006 (continued)*Researcher:*

- Quantified success factors and provided action standards for new product launches by designing and managing primary quantitative consumer research projects, including home use tests, concept tests, advertising copytests, attitude & usage studies, equity studies, volumetrics, and awareness tracking.
- Provided consumer insights to guide product, advertising, packaging development by designing and managing primary qualitative research, such as focus groups, consumer closeness, shop-alongs.

Manager:

- Managed IRI services: supervised onsite consultants, developed IRI databases structured to provide maximum utilization of data, and produced monthly reports and analyses for J&J management.
- Negotiated corporate contracts and supervised syndicated data suppliers, including IRI, AC Nielsen, TNS diary panel and other syndicated suppliers. Received J & J Standards of Leadership award for work with IRI.
- Worked in fast-paced environment, with 70 projects and ~8 new product launches each year.

Team Leader:

- Supervised Sr. Marketing Research Analyst and marketing research consultants.
- Worked across J & J companies to integrate technologies, share findings, and leverage spending.
- Received J&J Standards of Leadership award for leadership of department during director's leave.

A.C. NIELSEN, Santa Ana, CA

1992 - 1996

Corporate Account Manager - On-site Consultant

AC Nielsen provides information, analytic services, and consulting primarily for data collected on point of sale retail sales to consumers, as well as purchases tracked through their household panel.

- Managed major corporate accounts, including Neutrogena, Johnson & Johnson, Kal Kan (Mars Petcare), and McKesson Water Products, handling client requests and services.
- Produced integrated analyses of segment dynamics, new product introductions, promotion effectiveness and other business issues that maximized client's value from Nielsen UPC scanner, consumer and promotion data.
- Supervised and coordinated activities of on-site analyst team, hiring, training, and reviewing.
- Prepared proposals to sell Nielsen products beyond contracted services for incremental revenue.
- Regularly presented issues analyses to sales and marketing management and advertising agencies.
- Created software system that integrates consumer and scanner data to define optimal product mix.
- Developed and implemented training program to help client associates, agencies, and brokers use Nielsen data, optimizing sales, merchandising, and marketing through application of Category Management principles.

Education**UNIVERSITY OF SOUTHERN CALIFORNIA**, Los Angeles, CA**Masters of Business Administration**, Concentration: Marketing

Dean's Honor List all 4 semesters, Beta Gamma Sigma honor society

- Dean's Fellowship: Researched link between customer satisfaction and financial performance.
- Case Competition Team: One of six faculty-selected students to prepare for national competition.
- PINKERTON SECURITY & INVESTIGATION SERVICES, Van Nuys, CA, Summer Associate-Marketing

UNIVERSITY OF CALIFORNIA, DAVIS – College of Agricultural & Environmental Science**Bachelor of Science**, Food Science & Managerial Economics**Professional Development** – Training, Seminars and Conferences Include:

- Technical savvy with online research tools including programming and statistical analysis in Qualtrics and MarketSight (functions similar to SPSS); high proficiency in proprietary database software including Nielsen, IRI, NPD, Euromonitor; Website development including html, CSS, JavaScript, Google Analytics
- Extensive experience with Office programs including Excel, PowerPoint, Word, Outlook. plus QuickBooks
- Johnson & Johnson Marketing Excellence MEX and Process Excellence/Design Excellence DEX
- J&J Advertising School ALPS I & II, Media School, and "Products that Delight" Sensory Training
- Completed 60 hour Income Tax Preparation Class plus 20 hours annual continuing education to meet CTEC requirements to prepare Federal and State Income Tax in the state of California, IRS AFSP participant
- Completed IRS VITA/TCE certification to prepare taxes for free for low income and senior taxpayers
- Conversant in Spanish

Volunteer –

- Los Angeles Volunteer Income Tax Assistance (VITA) Collaborative, 2016-present, volunteer tax preparer
- South Bay Literacy Council, Jan 2008 to 2020, volunteer weekly tutoring English, grant writing
- International volunteer in Peru (Ayacucho & Lima), Brazil (Salvador da Bahia) and Argentina (La Plata)
- Additional volunteer work: KCRW public radio pledge drives, several Burning Man art installations, Playa Info