

RENÉE
BRANDON

STRATEGIC MARKET RESEARCH AND INSIGHTS LEADER

HOME
PROFILE
EXPERIENCE
EXPERIENCE, CONT.
EARLY CAREER & EDUCATION

FAYETTEVILLE, ARKANSAS

RENÉE BRANDON

STRATEGIC MARKET RESEARCH AND INSIGHTS LEADER

Decision-focused research · Strategic insights · **Executive influence**

Research leader who helps senior stakeholders turn business uncertainty into research questions and actionable recommendations. Experience leading customer, competitive, and marketplace research across technology, B2B, consumer, and healthcare markets, managing six-figure research budgets and qualitative and quantitative subcontractors, and developing researchers. Expertise in qualitative and quantitative research design and execution, integrating multiple data sources, applying AI across the research lifecycle, and translating insights into strategy.

Email renee@reneebrandon.com **Phone** 512.241.9414 **LinkedIn** linkedin.com/in/renée-brandon-6485591 **Read more** reneebrandon.com

3×
Team revenue within one year, managing six researchers
MILLWARD BROWN

$2.25M+
Annual research portfolio with HP, 3M and Dell
MILLWARD BROWN

$1M+
New agency business won each year with customer insights
TOCQUIGNY

$500K+
Recurring revenue from an in-store share of voice study
FIELD AGENT

25%
Walmart account revenue growth in the first year
GFK



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PROFILE

EXPERTISE

- Research strategy
- Qualitative and quantitative methods
- Multi-source insight integration
- Vendor and budget management
- Executive storytelling
- Customer experience research
- Market sizing
- Positioning and messaging
- Research quality
- Research team leadership
- Voice of the customer
- AI-enabled research
- Stakeholder consultation
- Customer journeys
- Segmentation
- Brand health
- Questionnaire design

TOOLS

ChatGPT

Claude

Displayr Q Research Software

Qualtrics

MARKETS

Technology, B2B, consumer, and healthcare

RESEARCH SCOPE

Customer, competitive, and marketplace research; six-figure research budgets; qualitative and quantitative subcontractors; researcher development.



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PROFESSIONAL EXPERIENCE

STRAT7 INCITE

Senior Principal, Insights Fayetteville, AR; remote for NYC **NOV. 2021–PRESENT**

- Own senior client relationships and lead complex research engagements with major players in the technology and healthcare sectors, aligning business questions with optimal study designs and coordinating teams through interpretation, reporting, and executive presentations.
- Partnered with a market-leading technology company on a multi-year, primary market research program that **defined its global B2B strategy for end-to-end solutions, including AI services**. The program, which included in-depth interviews, focus groups, and several quantitative surveys, identified, sized, and prioritized the key market segments, outlined how to influence buyers at each stage of their purchase journeys, and refined the client's messaging.
- Leveraged customer perceptual data to convince a client to **refocus its competitive strategy against a previously underestimated rival**, shaping CMO-level decisions around messaging, positioning, and product roadmap.
- Applied AI across the research lifecycle, including questionnaire idea generation, QC, and optimization; coding open-ended responses; qualitative translation, transcripts, summaries, and verbatim selection; and data analysis and slide creation.
- Combined survey findings with social listening data to identify trends in consumer behaviors and preferences.
- Proactively tested and refined methods to improve data quality and boost client confidence in data-based decisions.
- Managed six-figure research budgets and multiple qualitative and quantitative vendors to execute global studies.
- Direct two junior researchers on a dotted-line basis, reviewing their work and developing their skills.



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Renée Brandon Consulting

Principal

Fayetteville, AR

FEB. 2020–OCT. 2021

- Acted as the exclusive external research partner to a **Fortune 1000 B2B company**, informing strategic initiatives and investment decisions at senior executive and C-suite levels. The studies directly resulted in decisions such as consolidating its brand portfolio and focusing on key service-level improvements that were shown to have the biggest impact on customer experience.
- Owned research design and analysis across product innovation, price sensitivity, brand awareness and image, and customer journeys.

Field Agent

Vice President, Research & Data

Fayetteville, AR

2014–2020

- Led strategic development of mobile research offerings, including an innovative retail study to understand display share of voice in store, **generating more than $500,000 in recurring revenue**.
- Partnered with a major CPG company and a major retailer on an intensive diary study to understand drivers and barriers and develop strategies to increase trip frequency and basket size.
- Managed and developed a team of four researchers and adapted traditional research methods to mobile capabilities.

GfK

Vice President, Shopper and Retail

Bentonville, AR

2010–2014

- Designed and executed occasion-based segmentation that shaped a client's retailer-focused marketing strategy across 11 product categories.
- Spent three years embedded with Walmart's insights organization, building the relationship and **increasing account revenue 25% in the first year**.
- Coordinated research across internal practice areas, including segmentation, brand health, awareness and usage, and shopper research.
- Directed three junior researchers on a dotted-line basis, reviewing their work and coaching their skill development.

Tocquigny

Partner

Austin, TX

2005–2009

- Led the Research, Strategy, and Planning practice at a roughly 40-person marketing agency; built the research department, hired and trained researchers, and developed research offerings.
- Used customer insights to help **win more than $1 million in new agency business annually**.



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FOUNDATIONS

EARLY CAREER

Millward Brown IntelliQuest

Account Group Director

Austin, TX

- Designed and grew U.S. and international technology and B2B research programs addressing branding, advertising, satisfaction, feature optimization, and pricing.
- Built repeat engagements with HP, 3M, and Dell across a portfolio **exceeding $2.25 million in annual revenue**; managed six researchers and **tripled team revenue within one year**.

Johnston, Zabor & McManus

Study Analyst

Research Triangle Park, NC

- Designed, evaluated, and reported qualitative and quantitative healthcare research supporting pharmaceutical development, including unmet needs, concept testing, forecasting, positioning, and launch communications.

CONNECT

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512.241.9414

EDUCATION

M.A., History
University of North Carolina at Chapel Hill

B.A., History
Austin College; class valedictorian

TEACHING · 2022

Adjunct Instructor, Full-Time MBA Program

University of Arkansas, Sam M. Walton College of Business. Developed and taught a graduate marketing research course covering research methods, best practices, and hands-on, real-world applications.