



insights in marketing

Connecting people to brands.

Brian Fletcher

Vice President of Consulting, Insights in Marketing, LLC

Areas of Expertise:

- Identifying consumer needs-based opportunities
- Brand equity and portfolio strategy
- Brand positioning and messaging
- Designing creative marketing research solutions
- Consumer-driven new product strategy and launch
- Managing cross-functional teams
- Qualitative & quantitative research



Biography

Brian Fletcher is Vice President of Qualitative Research at Insights in Marketing (IIM), and in this position, he is responsible for overseeing market research efforts to support product, marketing and sales needs of IIM clients. Before joining Insights in Marketing in May 2000, Brian served as marketing consultant for St. James Associates, where he focused primarily on equity, positioning and brand architecture for a variety of clients such as Kellogg, Kohler, Bristol-Myers Squibb, Intel, Brunswick and Hewlett-Packard.

Prior to that, he spent 11 years in brand management. This includes three years at S.C. Johnson, working on both new products and floor care; three years at Keebler, working on new products in the salty snacks division; and, five years at Colgate-Palmolive in the toothpaste business. The foundation for his career was built in client service at A.C. Nielsen, where he designed and analyzed test markets for clients.

Brian's diverse experience has allowed him to develop expertise in many industries and categories including: food and beverage, household goods, personal care, retail, entertainment, travel, consumer electronics and financial services. Brian's breadth and depth of knowledge enables him to offer clients a wide range of techniques and research methodologies that produce rich, meaningful results.

Brian's collaborative working style enables him to truly partner with his clients, resulting in both strong client satisfaction and actionable insights. Brian is a visionary and a strong strategic thinker with a keen ability to leverage a wide range of research tools to enhance business decisions and drive growth.

Brian's colleagues value his enthusiasm and his ability to connect with any consumer and unlock groundbreaking insight for his clients. Some of the words they use to describe him include: flexible, motivated, fun, energetic and extremely intelligent.

Brian received his B.S. in Marketing and a B.S. in Psychology from Bradley University. He is also a member of the Qualitative Research Consultants Association (QRCA).