



insights in marketing  
Connecting people to brands.

## Tracy Paukstys

Sr. Director Marketing & Sales, Insights in Marketing, LLC

### Areas of Expertise:

- Strategic Planning
- Problem Solving & Critical Thinking
- Marketing & Marketing Research
- Demand Generation
- Team Leadership
- Talent Development



### Biography

Tracy is the Sr. Director of Marketing & Sales with responsibility for marketing and sales strategy, brand marketing, demand generation and digital marketing. Tracy also serves on Insights in Marketing's executive team.

Her executive-level, client-side experience and solid strategic thinking are assets to both Insights in Marketing and its clients. Tracy is a thought leader and is always looking for new ways and opportunities to help people see the value that Insights in Marketing delivers.

Prior to joining Insights in Marketing (IIM) in July 2012, Tracy was Vice President of Consumer Insights at Yankee Candle. Tracy spent 17 years in consumer and shopper insights, category management, and advanced analytic roles with leading consumer packaged goods companies like S.C. Johnson, Clorox, PepsiCo, and Johnsonville.

Tracy's background has given her a wealth of knowledge and experience across all aspects of marketing, marketing research and sales which she puts to good use every day helping promote Insights in Marketing as the firm that helps clients deeply understand the voice of their consumer.

Tracy's colleagues value her action-oriented, can-do style and her drive for results. Some of the words they use to describe her include: focused, adaptive and highly motivated.

Tracy received her B.S. in Marketing from the University of Illinois at Chicago. She is also a Certified Executive and Leadership Coach and a member and mentor of The Women in Research Organization.