

# Becky Rellihan

Consumer Research Manager II at Hallmark Cards, Inc.

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## Summary

Over 20 years experience in consumer research, industry sizing and data analytics with a track record of gathering and packaging compelling consumer insights from a variety of sources to guide business decisions. Strong communication skills and empathy for consumers, colleagues and business partners

## Specialties

managing proprietary purchase diary; creating industry estimates and scenarios; consumer research survey design; SAS programming; pulling together integrated stories based on consumer research, sales and other information.

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## Experience

### **Consumer Research Manager II at Hallmark Cards, Inc.**

February 1989 - Present (26 years 11 months)

Help Hallmark understand the modes people are using to connect with those in their personal circle, why they choose to connect they way they do and how use of connecting modes is changing by situation and why. Use this as input to suggesting future direction for Hallmark.

### **Inventory Controller at Hallmark Cards**

November 1985 - May 1989 (3 years 7 months)

Managed inventory and production runs for various product lines including Juvenile birthday and Shoebox birthday cards. Was responsible for forecasting inventory needs, teaching a class on forecasting inventory, starting production runs and also designed new automated reports to increase department productivity.

### **Corporate Industrial Engineer at Hallmark Cards**

February 1982 - November 1985 (3 years 10 months)

Created equipment forecasts for the Leavenworth plant based on production needs and made make vs. buy recommendations based on the forecasts. Also did Economic order quantity work and designed computer systems to support the manufacturing plants and the graphics division. Used SAS extensively.

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## Skills & Expertise

**Consumer Research**

**Brand Equity**

**Category Insights**

**Greeting Cards**

**Consumer Insight**

## **Attitudes**

### **Business Strategy**

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## Education

### **University of Missouri-Columbia**

B.S., Industrial Engineering, 1977 - 1981

Activities and Societies: Tau Beta Pi (Engineering Honor Society); Society of Women Engineers

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## Interests

consumer motivations, gardening, reading, travel, camping, motorcycle travel, restoring my 1895 Victorian home,

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[Contact Becky on LinkedIn](#)