

Kemp Strickler

Consumer Insights Manager at Hallmark Cards

Summary

CONSUMER INSIGHTS & ANALYTICS LEADER Insightful research and analytics leader with extensive experience managing marketing research and analytics professional teams. Strong problem solver and consultant with passion for leading research and planning efforts for marketing and corporate strategy initiatives. Key areas of expertise include: Consumer Insights • Market Research • Analytic Leadership • Team Leadership • Consulting • Agency Relationships • Marketing Attribution • KPI Development • New Product Research • Test Market Selection and Analysis • Shopper Research

Experience

Consumer Insights Manager at Hallmark Cards

February 2015 - Present (11 months)

Lead the analytics team that develops proprietary industry estimates and future scenario plans for the social expression industries. Also responsible for all ongoing brand and marketing tracking.

Consumer Insights Manager - Marketing at Hallmark Cards

November 2005 - February 2015 (9 years 4 months)

Led teams of up to ten market research and analytics professionals that provided consulting and strategic and tactical insights on integrated marketing, marketing strategy, and brand strategy issues. • Developed research and analytics plan to support the development and enhancement of Hallmark's new Card Rewards program as well as its Crown Rewards loyalty programs • Developed close working relationships with Hallmark's key agency planning, creative and research partners and provided consumer insight that influenced direction of Hallmark advertising • Led consumer insight work in development of Hallmark's "Life is a Special Occasion" ad campaign • Identified and advocated for opportunities to test marketing tactics which led to expansion of effective marketing tactics and elimination and reduction of ineffective tactics • Developed marketing and brand KPIs for Hallmark • Responsible for introduction of neuromarketing research for evaluation of Marketing tactics • Led Marketing Mix analysis efforts to identify marketing tactics with greatest ROI • Regular presenter of consumer and research overviews to senior management of key licensing and retailer partners

Consumer Research Manager at Hallmark Cards

June 1993 - November 2005 (12 years 6 months)

Led consumer research teams working with business areas as diverse as Hallmark Flowers, New Business Development, Ethnic Business Center, Gifts, Hallmark.com, Licensing, Hallmark Business Connections, Christmas products, and Hallmark subsidiaries. • Led team of Hallmark and ad agency employees in

developing research plan for the test and launch of Hallmark Flowers. Developed consumer research plan to evaluate business potential and presented results to Hallmark's Executive Council, leading to test market. • Provided the research leadership for the pilot test and launch of Hallmark Signature gifts • Led research in support of several new product lines including Hallmark Music, Hallmark Books, and Hallmark en Español greeting cards • Key member of the team which developed and implemented a stage gate process for new product development at Hallmark • Introduced the use of new research techniques to the Consumer Research Division, including quantitative and qualitative internet research and ethnographic research • Coordinated all research for Hallmark's Christmas Business Unit. Developed and executed the research plan for all Christmas businesses. Took on additional responsibility as the initial liaison between Hallmark's Research and Creative Divisions. • Conducted pricing research and used results to develop a decision support program to guide Hallmark boxed card pricing. These models led to improved use of consumer price thresholds for Hallmark boxed Christmas cards, increasing unit and dollar sales while holding the average line price constant. • Developed the process for analyzing Hallmark "drive periods" which integrated learnings from across the company and presented a comprehensive story to senior management

Management Science Project Manager at Hallmark Cards

September 1984 - June 1993 (8 years 10 months)

Led team of 4 analysts in developing site location models and Geographic Information Systems (GIS) applications, and providing demographic consulting for Hallmark and its retailers. • Developed a leading-edge methodology that improved new store sales estimates and highlighted geographic areas of increased sales potential • Initiated and led the implementation of GIS systems at Hallmark. Integrated statistical models into the system that was used to make Hallmark new store and store relocation decisions • Managed the production of over 1000 new store sales estimates per year • Created a statistical model for estimating new store sales which reduced estimate error by 50%

Market Research Intern at Anheuser-Busch

June 1983 - August 1983 (3 months)

• Summarized advertising tracking study results to identify trends in attitudes • Coordinated focus groups on impact of Olympics advertising on Budweiser brand

Skills & Expertise

Marketing Research

Customer Insight

Market Research

Segmentation

Consumer Behaviour

Brand Equity

Product Innovation

Consumer Products

Shopper Marketing

Quantitative Research
Consumer Insight
Competitive Analysis
Focus Groups
Database Marketing
Business Analytics
Marketing Analytics
Business Insights
Management

Education

University of Missouri-Columbia

Masters, Industrial Engineering, 1982 - 1984

University of Missouri-Columbia

Masters, Business Administration, 1982 - 1984

University of Missouri-Columbia

Bachelors, Industrial Engineering, 1978 - 1982

Volunteer Experience

Board of Directors, Vice-President at Blue Springs City Theatre

January 2011 - Present (5 years)

- Responsible for the theatre's e-mail and social media presence
- Applied for and was awarded Missouri Arts Council Accelerate Grant
- Led organization to undertake strategic planning initiative

Marketing Department Advisory Board Member at University of Missouri - Columbia

May 2000 - Present (15 years 8 months)

- Helped initiate the annual "Making Me Marketable" career forum for UMC business students, and have served on career development panels for 15 consecutive years
 - Served as Professor for a Day multiple times
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Honors and Awards

Citation of Merit

University of Missouri - Columbia

May 2010

Awarded Citation of Merit by Trulaske College of Business for contributions to the Marketing Advisory Board

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[Contact Kemp on LinkedIn](#)