

# Kelsey Valentine Sullivan

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## STRATEGY LEADER

Actionable Insights • Marketing Strategy • Brand Consulting

I am a relentless right-and-left brained consulting and agency thought partner with a track record of building brands that move people. I spent 20 years learning the strategic insights, demand generation and brand building trades, growing a variety of businesses both large and small, before establishing my own strategy discipline within a rising creative agency.

Above all things, I believe the power of human centricity extends beyond the job to the relationships that we build while we're on it. That's why I pride myself on inspiring happy teams that work together to drive superior thinking.

## STRENGTHS

- Data-driven decision making
- Qualitative & quantitative research
- Performance tracking & optimization
- Executive presence & communication
- Brand strategy & positioning
- Thought leadership & innovation
- Creative campaign optimization
- Relationships & partnership building
- Creative inspiration & briefing
- Data analytics & synthesis
- Team inspiration & mentorship
- Cross-functional leadership

## EXPERIENCE

### Triggers Brand Consulting, Vice President

2023 – Present, New York, NY (remote)

Growth strategy consultancy with expertise turning around declining brands through instinctive behavioral science discovery

Notable Clients: PepsiCo beverage portfolio (Pepsi, Gatorade, Mtn Dew, Rockstar Energy), MetLife, The Home Depot

- Devising a turnaround strategy to reverse the decline of Pepsi post decades of share loss to Dr Pepper and Coke
- Conducted extensive research to identify a creative-centric strategy to stop the hemorrhage of the \$5BN Mtn Dew brand; presented findings across PepsiCo c-suite and worked closely with the agency on campaign strategy; complete rebrand and “The Mountain Is Calling” campaign (launched July 2024) is directly attributable to this work
- Diagnosed the downfall of Rockstar Energy by extrapolating and mapping instinctive associations, which drove a strategy designed to surgically unshackle the brand of its negative baggage; presented to PepsiCo c-suite and worked closely with the brand and agency teams on a new campaign “You Can Own Any Moment” (launched Feb 2024)
- Currently crafting a global brand strategy for MetLife to unite its fragmented yet extensive reach; based off bespoke research in key global markets; findings shared across the c-suite with continued socialization company-wide

### Human Design, Head of Strategy (promoted from Sr. Director of Insights and Strategy)

2020 – 2023, Boulder, CO (remote)

Creative agency with integrated strategy, design, media and video production capabilities

Notable Clients: Nike, Smartwool, JanSport, Land O'Lakes, International Delight, Silk, Dart Container

- Built a strategic insights team from the ground up including all hiring, mentorship, project oversight, quality control and insights up-level; became the most profitable and cohesive discipline at Human
- Evolved Human from a design shop to a full service, integrated agency by establishing and growing the strategy discipline and expanding the company's strategic offering to include upstream consumer-led insights engagements; this pivot articulated a real point of difference, awarded new clients, and made creative output more effective
- Gained senior client leadership alignment and investment by synthesizing data into simplified visualizations that tell a story; regularly presented narratives to executive teams to gain buy-in and adoption of recommended strategies

Impact:

- Inspired and guided Smartwool's "Do What Feels Natural" campaign to make the brand feel more accessible to casual outdoor adventurers; campaign exceeded revenue goals by millions, drove 100%+ increase in new target segment penetration, and moved Smartwool from an emerging brand to an established brand in VF Corp's portfolio
- Reimagined reverse mortgages for Finance of America through a fresh look at underserved retirees and the role of home in their eyes, driving new strategic positioning and creative evolution; increased brand sentiment by 44 points over two years, boosted a 90% increase in branded marketing leads, and fueled a 343% increase in web traffic

**Egg Strategy, Director (promoted from Sr. Strategist and Strategist)**

2012 – 2020, Chicago, IL (remote)

Insights, brand strategy and innovation consultancy

Notable Clients: Clorox, Columbia Sportswear, Frito-Lay, Mondelez, Kraft, McCormick, Hershey, Method Soap, Biogen

- Revolutionized Egg's insights practice by synthesizing a practicum that identifies various types; folded into ongoing firm wide education, new hire onboarding, Egg's credentials, and led to new business generation
- Established the quantitative insights team in the Chicago office and owned its integration with Egg's qualitative core; led to greater depth of insight, broadened opportunities with new clients (including Fandango, which became one of Egg's longest standing and most sizeable clients), and was so successful that Egg's Boulder office followed suit
- Helped pioneer the first smartphone ethnography research platform, Over the Shoulder, dramatically improving the ability to capture in-the-moment insights with fresh access to consumer emotions and behaviors

Impact:

- Reimagined the \$1BN+ Frito-Lay dips portfolio through insights-led innovation grounded in unmet Jobs to Be Done, receiving the "greenest BASES results" the team had seen; new Doritos dips launched in Q4 2022 as a result
- Unlocked Method Soap's launch strategy to innovate in the personal care space through a custom segmentation that identified, sized and illuminated target consumers of most interest; recommendations implemented
- United the McCormick foodservice portfolio by establishing a relevant and differentiated master brand architecture and positioning, shifting the enterprise naming, messaging, and positioning from touting product quality to inspiring chefs' creativity; McCormick foodservice revamp is directly attributable to this strategy

**The Cambridge Group (Nielsen), Consultant**

2010 – 2012, Chicago, IL

Growth strategy consultancy with a focus on quantitative demand generation

Notable Clients: Dean Foods, Conagra, U.S. Cellular, Ulta Beauty, Wells Fargo, Cereal Partners Worldwide

- Up-leveled my love of succinct and high-quality data through immersion in deep, primary quantitative research, including survey design and development, statistical constructs, analysis, data visualization and insights elevation
- Optimized resource allocation for Cereal Partners Worldwide – a JV between Nestle and General Mills – by assessing upside, strategic attractiveness, and consumer demand across Europe

## EDUCATION

**Northwestern University**

**Kellogg School of Management**

Master of Business Administration

Majors: Marketing, Strategy, International Business

- Consulting internship at Bodytech in Colombia, a global fitness chain with >160 locations in South America (on site)

**Miami University of Ohio**

Bachelor of Science in Business

Major/Minor: Marketing, International Business

- Mu Kappa Tau Marketing Honors Society – professor nominated
- Internship at PepsiCo International in London, using research & insights to launch a global creative campaign (on site)