

JANA O'BRIEN

Principal, The Right Brain Consumer Consulting, LLC

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As an independent consultant and strategic research advisor, Jana O'Brien draws on her extensive track record of delivering actionable consumer insight across the brand, creative, and media disciplines. She specializes in innovative qualitative and quantitative consumer research and brand/media strategic planning, drawing on business sector and client experience that spans broad industries and five continents. She also serves as an adjunct advertising instructor at Loyola University Chicago.

Jana founded her independent consultancy, The Right Brain Consumer Consulting, after retiring at the end of 2008 from her 27-year career at the Leo Burnett and Starcom MediaVest Group divisions of Publicis Groupe, one of the top four communications agency networks in the world. As SMG's Chief Consumer Officer, she reported to the SMG Global CEO and represented the consumer perspective on the SMG Board and Global Product Committee. She was SMG's architect for proprietary research tools and approaches designed to assess the impact and influence of all media in the ever-evolving and increasingly digital media mix. Prior to joining SMG in 2000, Jana worked for 19 years in research and account planning at its sibling agency, Leo Burnett. There, she rose to the EVP/Managing Account Planning Director, as well as Executive Director of the agency's Research Services Group. She was also Burnett's expert on youth insights and trends.

More recently, Jana worked as a Managing Director at the Chicago area research consultancy Halverson Group, where she led client projects on the path-to-purchase and customer experience at point-of-sale. In 2015, she chose to evolve to a project-focused consulting role, now serving as a senior advisor to the firm as part of her broader independent consultancy.

Jana's career accomplishments led to industry honors, as she was elected a 2002 Media Maven by industry news source *Advertising Age* and named one of the "Media 100" in 2005 by *Media Magazine*, for whom she served as a regular editorial contributor. She has spoken at many industry conferences and has been a quoted consumer expert throughout her career.

Jana earned a bachelor's and master's degree with high honors in advertising from Michigan State University, where she was named an Outstanding Alumnus in 2006. A committed teacher and trainer of the next generation of professionals, she not only teaches advertising at Loyola University of Chicago, but has also guest lectured at Northwestern University (Medill and Kellogg Schools), DePaul University, and Michigan State University, in addition to establishing a diversity internship program at SMG. She has served on numerous philanthropic boards and offered her pro bono professional services to many causes. She is a passionate lover of American history, vocal music, and sports, especially at the college level. Jana lives with her husband in the Chicago suburb of Oak Park and has two grown sons and two grown stepdaughters.

Client, Media, and Not-for-Profit Professional Experience

Bluestem Brands
The Boston Consulting Group
Brown-Forman Corporation
The Chicago Theological Seminary
The City of Chicago (Marketing/Media Task Force)
ClearChannel (now iHeartRadio)
The Coca-Cola Company
Colorado State University
Commonwealth Edison
The Country Music Association
Crate & Barrel (working with Phenomenon)
General Motors Corporation
Glad Products (First Brands Corp.)
Greater Public
Hallmark
Halverson Group
Health Care Excel
IZEA
The Kellogg Company
Maytag Corporation
McCaw Cellular Communications
McDonald's Corporation
Media Experts Canada

The Michigan State University Alumni Association
Miller Brewing (now Miller-Coors)
Mindshare USA
Minute Maid and Hi-C
Netflix
Nickelodeon
Nintendo of America
Nonni's Food Company (working with Unbundled)
Northwestern Hospital (working with Rhea + Kaiser)
Oak Park (IL) District 97 School System
Oak Park and River Forest Community Foundation
Pillsbury/Green Giant
Procter & Gamble
Reebok Corporation
Samsung
Sony Music Nashville
Starcom MediaVest Group
ULTA Beauty
United Airlines
VF Corporation (Vans and The North Face brands)
The Weather Company (The Weather Channel)
WKAR Public Media (East Lansing, Michigan)

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SUMMARY OF QUALIFICATIONS

Senior consumer insight and communications strategy expert and trainer with proven ability to bring the truth of the consumer landscape to bear on marketing and media decision-making for in-market brand success.



- Broad experience with Fortune 500 marketing leaders across numerous product/service sectors
- Track record of consumer and media research innovation and applications in new insight arenas
- Extensive management experience building and training high performance functions, teams, individuals
- Acknowledged ability to convey the consumer story in compelling, memorable, and actionable ways

PROFESSIONAL EXPERIENCE

2009 – Present

Founder and Principal, The Right Brain Consumer Consulting, LLC

2016 – Adjunct Advertising Instructor, Loyola University of Chicago

- Independent strategic consumer insights consultancy specializing in consumer research, brand strategy development, and consumer insights and ideation training. Deliver a disciplined, creative, and holistic approach to understanding consumer attitudes and behavior in order to inspire ideas that work in the marketplace. Clients include The Boston Consulting Group, Bluestem Brands, Brown-Forman Company, Colorado State University, The Country Music Association, Crate & Barrel, General Motors, Greater Public, Halverson Group, IZEA, Media Experts Canada, the Michigan State University Alumni Association, Mindshare, Netflix, Nonni's Food Co., Rhea & Kaiser, Sony Music Nashville, and Starcom Worldwide.
- Managing Director (2014-15) and independent Senior Advisor (2015-Present) at Halverson Group, an Oak Park, Illinois strategic research and consulting firm specializing in retail and path-to-purchase insights.
- Adjunct Instructor, *Principles of Advertising* course, Loyola University of Chicago (beginning Fall of 2016)

2000 - 2008

Starcom MediaVest Group (now part of Publicis Groupe of Agencies)

- Member of the SMG Global Product Committee (elected 2006) and SMG Board of Directors (elected 2003); retired 2008

2007 – 2008: EVP, Chief Consumer Officer and Global Director of Consumer Context Planning
Starcom MediaVest Group Worldwide

- Created, implemented, and managed Consumer Context Planning (CCP) discipline for SMG that brought account planning and consumer sensibilities to bear on mainstream and digital media strategy and investment. Defined function role and structure, oversaw client seeding and talent acquisition, ran global training program, evaluated outside research/analytics and insight suppliers and techniques, and represented the consumer perspective on SMG global management bodies. Seeded the discipline globally across such major clients as Coca-Cola, General Motors, Kellogg's, Kraft, Miller, P&G, and Samsung.
- Led SMG efforts to bring the real world consumer perspective to bear on SMG's global communication planning and investment work. Developed media-specific ideation and strategic techniques. Led cross-client insight studies on sports, diversity media context, and emerging digital technology habits.

2000-2006: EVP, Chief Research Officer and Executive Director of Strategic Research
General Motors Planworks Client-Dedicated Unit of Starcom MediaVest Group

- Member of executive pitch team awarded the GM media planning (2000) and media buying (2004) AOR assignments, the two largest media new business pitches to that date in U.S. advertising industry history.
- Recruited, trained, and led team of 10-12 professionals, the largest strategic media research and insights team in the U.S. devoted to a single media client.
- Managed \$2-3 million primary research and \$2.5 million syndicated annual research budget. Over a six-year period, directed design, analysis, and report-out of nearly 100 primary consumer research projects.
- Pioneered and/or perfected new qualitative and quantitative primary research approaches to study both traditional and digital/emerging media context, specific media targets, and broad media subject matter.

1981 – 2000

Leo Burnett Company (now part of Publicis Groupe of Agencies)

1996 - 2000

SVP/EVP, Group Planning Director: The Coca-Cola and Minute Maid Companies, Pillsbury/Green Giant, Maytag
Executive Director: Leo Burnett Research Services Group

Member of Management Team for Burnett Black Pencil operating unit

Leo Burnett spokesperson on youth market

- Led a team of seven in all brand positioning, creative brief development, and strategic and creative/copy research activities on assigned accounts. Coca-Cola assignments included Coca-Cola, Fruitopia, Surge, Minute Maid Premium Orange Juice, Hi-C, and new products. Served on the lead management team in campaign development, sell-through and implementation, as well as client relationship management.
- Served as strategic consultant to the Coca-Cola Global Marketing/Advertising CMO and leadership team on a range of major Coca-Cola Company brands and competitors not assigned to Leo Burnett. Developed “Brand Discovery” methodology to gain deep insight into brand and media opportunities. Led execution of these consumer research and strategic analysis initiatives in project work in the USA, Mexico, China/ Hong Kong, Japan, France, Germany, Norway, Poland, and Sub-Saharan Africa.
- Had management oversight of in-house Burnett Research Services Group. Directed unit repositioning and launch of proprietary Leo Burnett Brand Belief System and quantitative strategic research toolbox.
- Served as member of Leo Burnett executive team of four in management of Black Pencil unit, one of seven Leo Burnett mini-agencies formed in 1997.
- Elected Executive Vice President in 1999, the first Leo Burnett account planning/research professional elected to the post who was not the head of the department.

1989 – 1995

VP, Group Research Director

Accounts: First Brands (Glad products), Hallmark, McDonald’s, Nintendo, Reebok, United Airlines

- Led a team of ten in all brand positioning, creative strategy, and strategic and creative/copy research activities on assigned accounts. Created and edited bi-annual “*What’s Hot among Kids*” trend report.
- Served as lead consumer expert on pitch teams that won the Hallmark, Nintendo, and Reebok accounts, conducting innovative research that provided client prospects new insights into their brands.
- Consumer work included in-depth analysis of the future of the greeting card industry for Hallmark, assessment of the value of professional athletic endorsers for Reebok, market segmentation for Nintendo, and evaluation of opportunities for site expansion at special points of distribution for McDonald’s.
- Elected Vice President in 1989, Sr. Vice President in 1995.

1981 – 1988

Leo Burnett Research Department

Accounts: Commonwealth Edison, Kimberly-Clark, Litton, McDonald’s, Union Carbide (Glad products)

- Steadily rose through the Research Department ranks from Assistant Analyst (1981) to Analyst (1982), Research Supervisor (1984), and Associate Research Director (1986).

Professional Recognition & Outside Activities

2002 *Advertising Age* Media Maven; 2005 *Media Magazine* designee among the “The Media 100”; 2006 Outstanding Alumnus, Michigan State University College of Communication Arts and Sciences; regular column contributor, *Media Magazine*; speaker and panelist, 2004 Advertising Week panel hosted by *Mediapost*; keynote speaker, 2005 Interactive Advertising Bureau annual conference and speaker at 2015 IZEA Fest in Orlando, Florida; City of Chicago Municipal Marketing Advisory Council; Chicago Theological Seminary Trustee and Visiting Committee member; MSU CAS Alumni Board Member; guest lecturer at Michigan State University, DePaul University, and Northwestern University; pro bono consultant to the Oak Park and River Forest Community Foundation and District 97 and District 200 Schools.

Education & Academic Honors

Michigan State University: MA (1980) and BA (1979) in Advertising/Honors College, Summa cum Laude; Phi Kappa Phi Honor Society; Tower Guard Sophomore Honorary; Outstanding Graduate Student 1980