



# Mary Cooper

## CPG Marketing Leader

*Expertise in Strategy, Branding, Insights, Innovation and Packaging.  
Consultative advisor with the ability to drive accelerated growth by connecting consumers with emerging and established brands.*

### About

- **Strategic Marketing advisor with deep CPG experience** with enterprise and emerging brands
- **Demonstrated ability to consult, innovate and motivate** partners and clients to drive profitable growth
- **Consumer and Shopper Insights** leader with Syndicated data (IRI & Nielsen), Quantitative and Qualitative data
- **Proven track record with brand restages and innovation**
- Skilled with **in-store and online Marketing Activation planning and execution**
- **Passionate about connecting people, consumers and business partners** with brands that enhance our lives

### Core Competencies

- Consultative CPG Business Advisor
- Shopper Marketing and Digital Strategy
- Custom Quantitative and Qualitative Research
- Syndicated Data and Analytics
- Innovation and Branding
- Packaging Design and Research
- Creation of Business Plans and Retailer sell-in decks
- Food, Beverage (including Beer, Wine & Spirits)

### Accomplishment Highlights

- Established the **PRS IN VIVO** Chicago office and Retail Shopper Lab in addition to Global Account Management responsibilities for PepsiCo, Mars, Kraft Foods and McDonald's.
- Led the CPG vertical at **comScore**, which is a leader in digital advertising measurement.
- Led the consumer insights team for **LAGA**, a leading brand design and consulting firm.
- Developed and delivered branded core consulting services for CPG Innovation, Branding, Shopper and Package Design for **IRI and Cooper Consulting**.
- MBA, Saint Louis University
- Strategic Digital Marketing Certificate, DePaul University

### Leadership Roles

- IRI Growth Consulting, Senior Principal
- BrandMuscle, VP Account Management
- PRS IN VIVO, VP Account Management & Head of Chicago Office
- comScore, VP CPG Solutions
- LAGA, Research Director
- Kraft & AB InBev – various Insights roles



**Growth Brands Co.**

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# Mary Cooper - Strategic Growth Leader with 20+ years of experience with CPG, QSR & Retail Brands

## Clients



**PEPSICO**



Unilever

**MARS**  
incorporated



*Beam*  
SUNTORY



**DIAGEO**



## Retail and E-tail Partners



**Walmart**



## In House

