



Mary Cooper

Strategic Marketing Leader

Expertise in Strategy, Insights, Branding, 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, Retail, QSR experience** with enterprise and emerging brands
- **Consumer and Shopper Insights** leader with Syndicated data (IRI & Nielsen), Quantitative and Qualitative data
- **Demonstrated ability to consult, innovate and motivate** partners and clients to drive profitable growth
- **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
- Creation of Business Plans and Retailer sell-in decks
- Food, Beverage (including Beer, Wine & Spirits)
- Non-Profit Strategic Advisor

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

- Circana 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
- Multiple Public & Non-Profit Board roles



Strategic Growth Leader

CPG, QSR & Retail Brands and Non-Profit Boards

Clients

PEPSICO



MARS
incorporated

Kellanova



Beam
SUNTORY



ConAgra
Foods



GOOD
FOODS



Abbott

Johnson
A FAMILY COMPANY

DIAGEO



Non-Profits/Mission Driven



OPERATION
warm
more than a coat™



Retail Partners



Walmart
COSTCO



Walgreens

Albertsons



In House

comscore

PRS
IN VIVO



Circana.

