

## JEANNE CAMPBELL - 250+ Sessions, Since 2011



A strategic marketing professional, Jeanne has a wealth of experience in research, corporate communications and marketing. With an agency background Jeanne spent years strategically building and managing marketing efforts for a diverse range of clients. Her areas of expertise include Entertainment, Hospitality, Restaurant, B2B, and Supply Chain Logistics. Believing great strategy is informed by great data her career naturally gravitated to Mindspot where she has had the pleasure of producing strategically designed research for the past four years.



Operations minded, Jeanne loves numbers but recognizes the value of listening and understanding the story behind the numbers. She always aims to answer that all important question - why; and she asks it a thousand different ways! As a senior member of the Mindspot team Jeanne had moderated 250+ online and in-person focus groups and IDIs.

Jeanne is meticulously organized with a directive, yet conversational moderating style. She is approachable and accommodating in working with participants and seeks to make the time spent talking as productive as it is easy. When Jeanne is leading the group, the back room can rest assured that business objectives will be reached, the participants at ease, and the conversation keeps moving.

An avid sports fan, yoga enthusiast, and mother of two, Jeanne holds a Bachelor's degree in Business Administration with a major in marketing from St. Francis Xavier University. She has a thing for really good pizza, great conversation and a fantastically executed strategy.

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