

# Kari E. Peglar

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*Branding, Shopper Behavior, Firm Advertising & Design Strategies*

## Education

<b>Ph.D.</b> Marketing – Kelley School of Business – Indiana University	Aug 2017 – Expected 2022
<b>M.B.A.</b> International Business – Williams College of Business – Xavier University	Jun 2011 – May 2013
<b>B.S.B.A.</b> Marketing – Williams College of Business – Xavier University	Aug 2007 – May 2011
<b>B.A.</b> Public Relations – College of Arts & Sciences – Xavier University	Aug 2007 – May 2011

## Research Experience

**Research Assistant / Associate Instructor** Aug 2017 – present

*Kelley School of Business; Indiana University – Bloomington*

- Investigation of shelf conditions' influence on within-store decision-making across multiple product categories and the subsequent carryover effects on trip-level and retailer satisfaction, attitude and preferences
- Conceptual development and operationalization of rebranding construct and its implications for firm financial and product-market performance

**Paid Research Assistant under Dr. Kim Saxton and Dr. Todd Saxton** Jan 2016 – Apr 2017

*Kelley School of Business; Indiana University – Indianapolis*

- Paper writing and extensive literature reviews regarding trait research and neurological activity in entrepreneurs, early-stage investors and managers under conditions of risk and uncertainty
- Investigation of fMRI methodology and protocol in experimental setting for cognitive decision-making tasks, specifically exploitation and exploration

**Graduate Research Assistant under Dr. Rashmi Assudani and Dr. Chris Manolis** May 2011 – Feb 2013

*Departments of Management/Entrepreneurship and Marketing; Xavier University – Cincinnati*

- Continuation of creativity research from Downing focusing on graduate student body and working professionals
- Primary collector, distributor of research survey, coding of data

**Downing Research Scholar under Dr. Rashmi Assudani and Dr. Chris Manolis** Aug 2009 – May 2011

*Departments of Management/Entrepreneurship and Marketing; Xavier University – Cincinnati*

- Researched literature regarding empirical creativity outcomes and the creative process in business innovation
- Managed multiple data collection processes including online and paper surveys, face-to-face interviews, participant recruitment, and statistical analysis of results
- Prepared abstract and presented poster presentation at National Conference for Undergraduate Research (2011)

## Presentations/Acknowledgements

**National Conference for Undergraduate Research: Management** Poster Presentation, April 2011

*Personal and Contextual Characteristics of Creativity and the Creative Process*

- Kari Peglar, (Rashmi Assudani), (Chris Manolis), Management/Entrepreneurship and Marketing Departments, Xavier University (2011). Empirically examined previously identified antecedents of creativity through path analysis of a casual model illustrating the moderating and mediating variables, both personal and contextual, that affect creativity
- Poster presentation at National Conference for Undergraduate Research (April 2011; Ithaca, NY)

## Professional Society Memberships

- American Marketing Association Aug 2017 – present
- Beta Gamma Sigma May 2013 – present

## **Relevant Coursework**

### **Ph.D.:**

- M650: Research Methods in Marketing (Scott MacKenzie)
- X610: Statistics for Research I (Christopher M. Berry)
- X611: Statistics for Research II (Lopo L. Rego)
- M651: Consumer Behavior (H. Shanker Krishnan)
- J601: Foundations of Strategic Management (Jeff G. Covin)
- M798: Special Topics in Marketing (Lopo L. Rego, Raymond R. Burke)

### **M.B.A.:**

- ECON 627: International Economics & Business
- ECON 600: Managerial Economics
- MGMT 600: Strategy and Organizations
- MGMT 601: Operational Analysis
- MGMT 625: Multinational Management
- MKTG 600: Marketing Strategy
- BUAD 690: Corporate Governance
- BUAD 680: Doing Business in Asia: Korea & Japan International Trip and Seminar
- BUAD 600: Business Law & Ethics
- ACCT 601: Strategic Measure, Evaluation and Control
- FINC 600: Managerial Finance
- INFO 600: Information Technology Management
- Coursera: Leading Strategic Innovation in Organizations (Vanderbilt University, 2013)

## **Work Experience**

### **Senior Consumer Insight Strategist – Young & Laramore**

**Indianapolis, Aug 2016 – Jul 2017**

- Manages all primary research endeavors, qualitative and quantitative, including development of hypotheses and research methodologies, questionnaire and discussion guide creation, ethnographic interviewer, online survey creation and deployment, immersion facilitator and outside vendor consultation
- Reviews and analyzes industry, economic, business and brand data from various sources including MRI, Scarborough, Kantar, Forrester, eMarketer, IBIS World, Iconooculture, Euromonitor and client surveys
- Leads all secondary research analysis including competitive review, target audience profiles, sales and share of voice, communication strategies and brand positioning
- Translates data, consumer behavior and trends into insights leveraged throughout creative advertising campaigns
- Clients include Ingersoll-Rand, Brizo, Farm Bureau Insurance, Indianapolis Museum of Art, Schlage

### **Assistant Director, Branding & Fan Experience – NCAA**

**Indianapolis, Feb 2015 – Aug 2016**

- Lead completion, implementation, and management of new Championship logo system across all touchpoints including signage, NCAA and partner websites, mobile applications, broadcast networks, marketing materials, in-venue presentation, fan events, media credentialing and statistics, external membership publications
- Directed concept development for Men's and Women's Final Four championship logos, event graphics packages
- Oversaw all championship presentation execution, delivery, and adherence to brand standards for Women's Final Four, including signage, in-venue presentation and fan events
- Managed creative services agency relationship, 2.5 MM budget, usage of creative hours across entire Association

### **Acting Design Manager – Landor Associates, Procter & Gamble**

**Cincinnati, Apr 2014 – Aug 2014**

- Managed creative exploration and visual identity execution across all regional agency/creative teams on new-to-world offerings for P&G's largest Oral Care billion dollar brand, Crest/Oral-B Pro-Health
- Worked closely cross-functionally across P&G and Landor to develop and sell-in long-term business strategies, considering brand equity, consumer segmentations, key brand attributes, packaging design, research resources, technical feasibility, marketing challenges, campaign needs and production timelines

**Strategist – Landor Associates****Cincinnati, Oct 2012 – Oct 2014**

- Hand-picked by Executive Director of Strategy & Insights at Landor to champion new process on innovation, research, and prototyping across all North America offices
- Uncover consumer insights to leverage for strategic initiatives, from brand positioning to client campaigns
- Performed and presented deep-dive audits across industries, technological mediums, psychographics, generational profiles, user behaviors, whitespace, trends, cultural norms and academic theories
- Leveraged research platforms including Brand Asset Valuator, Iconoculture, Euromonitor, Mintel to formulate consumer segmentation profiles and key insights for brand positionings and external activations
- Pitched whitespace and business opportunities for multitude of brands and industries including Olay, OneAmerica, Uniqlo, Nationwide, Tide, Newsy, Downy, Brooks Brothers, Jiffy Lube, Tabasco, Tropicana
- Key contact for research partnerships and competitive brand landscape data mining for KCRs and New Business

**Client Manager – Landor Associates****Cincinnati, May 2011 – Oct 2014**

- Managed all key P&G Oral Care brands, including iconic brands Crest, Oral-B, Scope, Fixodent, Blend-a-med
- Partnered with P&G Design to effectively write strategic design briefs, maintain scope/budget, lead reviews, formulate research learning plans, moderate focus groups, refine design concepts, execute final packaging
- Assisted in consumer research and design management for award-winning designs, including Crest 3DWhite

**Consumer Engagement/New Product Intern - Express Scripts Inc.****St. Louis, 2010**

- Conducted holistic trend analysis on member demographics, adjusted product costs, member participation fluctuations, and prescription fill rates (Excel, Access)
- Researched new product offering and advancement in oral contraceptive therapy class under Dr. Bob Nease
- Assisted in Consumerology pilot requests, NPV/ROI reports and client database management

**Specialty Product Development Intern - Express Scripts Inc.****St. Louis, 2009**

- Redesigned new client-facing customer savings recommendation reports for over 25 clients with 300,000 medical claims after discovering major flaw in old client savings analysis model
- Created sales support and internal marketing materials for Medical Carve Out program