



KERRY SMITH

PRINCIPAL



RELEVANT EXPERIENCE

Kerry Smith is a strategy, research, and customer success executive who turns data and insights into product innovations, compelling communications, and business growth.

During her distinguished career, she has supported and grown iconic brands within the Financial Services and Consumer Packaged Goods sectors. She served as **Head of Customer Engagement, Market Intelligence, and Strategy** for **Enova International**, a publicly traded financial services company. She established the market and competitive intelligence function, leading to improved applicant conversion and increased customer revenue.

She also served as the **Marketing Insights Lead** for **MillerCoors**, where she was focused on developing innovation and growth strategies for the economy, emerging markets, and Mexico. Her work led to successful brand renovations, including the repackaging of heritage brands.

She also held market research and analytics leadership positions with **Kraft Foods**, **Allstate Insurance**, and **Information Resources, Inc.**, where she grew brand penetration and revenue, established forecasting processes, and led innovation and growth strategies from initial brainstorming to refining ideas, concept tests, customer acquisitions, product development, package design, and launch strategy.



PERSONAL STATEMENT

I partner with clients navigating critical growth inflection points—whether expanding beyond core markets, establishing market intelligence capabilities, or crafting messages that resonate across the consumer journey. I translate research into clear, actionable insights that drive strategic decisions and identify competitive opportunities for differentiation.

My work delivers measurable impact: new product growth through expansion, market identification, differentiated value propositions, and cohesive insights frameworks. Clients value my ability to design research with sharp business acumen that helps them embed customer-centricity into their culture.

PRACTICE FOCUS

Strategy, Market Intelligence, & Customer Success

- Strategy Development
- Competitive Intelligence
- Voice of Customer/CSAT/NPS
- Trends and Innovation
- Opportunity Assessment
- New Product Growth & Expansion
- Consumer Journey Mapping
- Value Proposition Development
- Market Segmentation
- Target Consumer Identification
- Organizational Culture Change
- Customer-First Strategy
- Business Intelligence Frameworks

EDUCATION

Xavier University

MS, Industrial/Organizational Psychology

Loyola University

B.S. Psychology

University of Chicago

Data Analytics Studies

SECTOR EXPERIENCE

Financial Services

- Consumer and SMB Lending
- Fintech/Online Lending
- Alternative Financial Services
- International Lending
- Consumer and SMB Credit Cards
- Insurance (Property & Casualty, Personal Lines)

Consumer Packaged Goods

- Alcohol & Beer
- Food & Beverage
- Dairy Products
- Snack Foods