

# April Bell

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April is an experienced qualitative research consultant with 13 years professional experience and recent Executive MBA grad from SMU Cox School of Business. She has worked with many Fortune 100 companies to help clients develop new products, create winning brand positionings, test advertising and packaging ideas, and better understand consumers. Her experience includes consumer package goods, retail, financial services, energy, technology and agriculture with brands like: Procter & Gamble, Tyson, KAO Brands, TXU, Hewlett Packard, Kellogg's, 7-Eleven and John Deere.

## Key Facts Include:

- Moderated over 1600 focus groups, 1000 IDI's, 60 ethnography projects and 40 concept development projects with consumers, business owners, veterinarians, kids, teens, CFO's, and physicians.
- Conducted 6 month ethnographic study for the P&G/Target retail team, resulting in 5 well-defined "Beauty" segments
- Led ethnographic study, concept development and product testing for Tyson Any'tizers [www.tyson.com/Recipes/product/Anytizers.aspx](http://www.tyson.com/Recipes/product/Anytizers.aspx)
- Led concept development process for Curél Targeted Therapy line: [www.curel.com/therapy.asp](http://www.curel.com/therapy.asp)
- Conducted research and developed company positioning for Eons.com: [www.eons.com/](http://www.eons.com/)

She brings a broad array of marketing and research experience, including International work in England, Peru, and The Netherlands. April utilizes her natural sense for consumer insights and business acumen to help clients better understand consumers and achieve growth in relevant areas. April grasps and assesses research objectives quickly and meets specific client needs consistently.

April specializes in research studies focused on concept development, new product development, in-context and teen research and client ideation sessions. She also has marketing experience in business-to-business and technology testing.

Prior to moderating, April worked in marketing and research at TXU Energy as a Marketing Manager where she played a key role in building the company's brand positioning throughout the Texas deregulation process. At TXU she led the team that designed the Hispanic segment strategy, built cross-functional teams to streamline the new organization and created and marketed web applications that increased sales by 178 percent. Former Procter and Gamble vice-president gave April solid training and strategic discipline in customer segmentation analysis, and putting both quantitative and qualitative insights into context.

Prior experience also includes work with John Deere Co. building relationship marketing programs and helping dealers create customer focused stores, Cargill Grain Co. trading commodities and Texas Congressman Larry Combest as legislative analyst.

## Industry Experience includes:

- Consumer Packaged goods
- Skincare
- Telecommunications
- Utilities
- Pharmaceuticals
- Financial

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## What Clients Say About April....

*"April is first a great marketing mind, and second a great researcher. We have worked together on fairly complex consumer research, and she is always able to adjust to the need based on where the consumer opportunity leads. Her insights represent a clear understanding of the business need and the consumer opportunity. Give her more background than you typically would with a researcher, and you will get far more out of working with her than you typically would from a researcher. I would recommend her especially for long term projects in a cross-functional team." June 16, 2008*

*Carli Rosencranz, Tyson Foods, Product Manager*

*"April was just an amazing facilitator/moderator on my projects. She came up to speed so quickly on my products, my issues, and our objectives. She was also incredibly flexible in terms of my continually changing priorities and ALWAYS remained incredibly professional. And the best part - not only is she very talented and an expert in her field, she is absolutely fun to work with - I would partner with her on another project in a heartbeat!" June 17, 2008*

*Sheila McKay, Hewlett-Packard, Customer & Channel Insight*

*"April was one of the most knowledgeable moderators that I had the pleasure to work with. She really made the respondents feel comfortable to participate in the discussion. I highly recommend her in any endeavor you are thinking of doing with her." June 16, 2008*

*Sue Bodzianowski, Senior Account Manager, Ipsos*

*"April is nothing short of a pleasure to work with. She has a vibrant personality that makes the day-to-day seem effortless and, coupled with a strong work ethic and attention to detail; this makes her a valuable asset to any team. If given the opportunity to partner with her on a project, I would do so in a heartbeat." June 16, 2008*

*Lisa Bertelsen, Vice President, Qualitative Research, Ipsos*

*"April is a top notch qualitative moderator. I have used her for both focus groups and in store shop-alongs. When working with shoppers, she has the ability to break down any inhibitions they may have and relate well to them. This enables them to open up to her and provide meaningful insights, which can drive business decisions. In addition, she is creative and intuitive, both of which contribute to her great results in her field." June 23, 2008*

*Leslie Hildyard, Procter & Gamble Pet Care, Consumer Market Knowledge*

*"April is an excellent moderator, market researcher, and business strategist. I have used her services on many occasions and she has always performed beyond my expectations. A top-notch resource and a great person as well!" June 18, 2008*

*David Toothaker, The Nielsen Company, Solutions Consulting for Wal-Mart*