

# Lisa Khatri

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## CONSUMER INSIGHTS PROFESSIONAL

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### Creative – Dynamic - Experienced

- **Over 10 years of brand strategy and consumer insights experience** gained across a range of industries (FMCG, Retail, Telecom, Travel and Pharmaceuticals) and top global companies (including PepsiCo Snacks & Beverages, Coca-Cola, Volkswagen, Nestle, Booking.com, Target, HBO)
- **Strategic and intellectually curious** with a focus on providing actionable insights and marketing ROI
- **Consultative approach** established from onsite presence at PepsiCo Global HQ, Comcast, Nestle and Coca-Cola AU. Experienced with a range of audiences from marketing & insights c-suite to advertising agencies
- **Keen advocate for adopting new analytical tools and methodologies** including in the moment data capture via mobile, digital & cross media measurement, social listening tools, implicit response techniques, qual/quant online platforms and analytic tools for efficient reporting
- **Leads and mentors team** of over 10 people with energy and encouragement to cultivate a high performance culture
- **Strong Business & Financial Acumen** with proven record in developing new business and improving profitability of existing relationships

## PROFESSIONAL EXPERIENCE

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### Hall & Partners – New York – Quantitative – Research Director

Jul 2013 to Jan 2016

- Led \$4-5M of business annually across leading brands including Comcast, Volkswagen, Booking.com, Reebok, NJOY e-cigarettes (US and global)
- Designed customized research programs utilizing mixed methodologies - segmentation, end to end creative development programs including qual/quant tools, A&U studies, brand experience tracking, new product development, media test markets & sponsorship evaluation
- Personally led pitches to bring in 4 new clients investing over \$1M each
- Retained and grew 2 existing clients (over 500K each) in the face of competition pressure and while improving profitability (from 60 to 75% GP)
- Responsible for retention, coaching, performance management and recruitment for a team of 8 across a range of levels (executive to director)
- Steered organizational change through office and inter-office initiatives

Sept 2015 to Jan 2016

- Part time role within the specialty division of Hall and Partners, Tempo, focused on measuring experiences in the moment via mobile technology
- Projects included a wine consumer decision journey for Pernod Ricard (in US & UK) and experience evaluation for Unilever Magnum Pleasure stores (In NL & UK)

### Millward Brown – New York – Global Director PepsiCo (On Site)

Oct 2010 to Jun 2013

- Identified brands drivers, guiding marketers in creating brand strategy to maximize growth across the food and beverage portfolio worldwide
- Partnered with global and local insights leaders to create a customized Brand Equity Framework for PepsiCo and roll out best-in-class research protocols across 35+ markets in the beverages and snacks divisions

- Led cross country brand synthesis & communications reviews for key PepsiCo brands for c-level management to help define brand strategy
- Member of the Global Pepsi Taskforce to help develop and monitor the effectiveness for the first Pepsi global campaign, 'Live for Now', across the globe (15+ markets). This included identifying key brand drivers, goals for success criteria, creative optimization and cross media in market evaluation (including TV, digital, social, outdoor and in store packaging)
- Collaborated with Kantar Op Co's to grow revenue and overall strategic partnership with PepsiCo – including qualitative research with Firefly, business consultancy with Optimor, Digital evaluation with Dynamic Logic, Hispanic capabilities with TNS, need states with Added Value
- Led internal initiatives that help drive work flow efficiency (automated charting, standardized reporting, resource allocation)

### **Millward Brown – Sydney – Executive-Account Manager**

Jun 2006 to Sept 2010

- Co-led all client relationships from proposal to presentation.
- Brand equity measurement and communications research & strategy for Coca-Cola, Nestle, Target, Energizer Corp, Kimberly Clark, ING Direct, Wyeth Healthcare, Breville, Meat & livestock Association & Val Morgan
- Repeatedly recognised for top performance through fast track promotions and by CEO as part of the AMAP Future Director's incentive program
- Winner of 'Agency of the Year' (NZ Snacks) and 'Best breakthrough in marketing process' for optimizing advertising for PepsiCo Snacks AU/NZ
- Knowledge Management Champion – personally designing the online SharePoint to centralize documentation across departments
- Actively managed graduates and co-created the first graduate program

### **EDUCATION EXPERIENCE**

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**Bachelor of Science (Psychology- 1<sup>st</sup> Class Honours)/ Bachelor of Commerce (Marketing)** – University of Sydney – 2000-2005

**Professional courses-** Kantar Client Strategy

Trusted Advisor 2011, First Chair 2012, Coaching for performance 2013

### **CLIENT COMMENTS**

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*"We appreciate your partnership on this, and your expertise on advertising and our brands is helping us make more of an impact with the brand teams and agency. Thanks!"*

Sarah Maloy- Strategy and Insights VP – PepsiCo

*"Thank you for a wonderful session ... hugely rich and insightful. Impressive all round and getting you and it in front the Leadership Team a priority"*

Geoff Vuleta – Chief Marketing Officer – NJOY E-Cigarettes

*"Your input has always been valued, as has your can-do attitude, creative problem solving skills and willingness to help out within the ridiculous timings we impose on you. You are very well regarded amongst the Nestle Team"*

Beverages Consumer Insights Team– Nestle Australia

*"It is great to have you as part of our extended team via the partnership, as you bring a very can do positive attitude to the relationship"*

Andrew Price- Consumer Insights Manager– Coca Cola Australia