



**Janet Larson**  
**Consumer Research Consultant**  
**NewLevel Group**

Janet Larson is an expert in Marketing Research and Strategy Consulting with 19 years of experience in consumer and business-to-business marketing, with a heavy focus on luxury brands and affluent customers. Ms. Larson spent 9 years as a 'front-line' marketer at American Express and an additional ten years as a consultant to Fortune 500 firms across a wide range of industries. She has in-depth experience with top tier brands in luxury goods, fashion, retail, publishing, and travel.

Ms. Larson has designed research and business strategy projects to help her clients address a diverse range of marketing challenges, from defining brand positioning, developing in-depth portraits of target customers, and launching new products. Ms. Larson helps clients find out what matters most to their key customers and then translates those insights into clear, market-proven strategies.

A trailblazer in market research, Ms. Larson has developed an impressive array of innovative research techniques that go well beyond traditional approaches – ethnographic studies using her InLife™ proprietary research technique; observational Hot Context™ interviews in the "hot context" of the in-store or at-work environment; Brand-Sonality™ perception research using projective techniques to unlock unconscious thoughts and feelings that influence brand perception; and Cohortium™ research with colleague, family, and friendship sets. A gifted moderator who quickly builds deep and natural rapport with her subjects, Ms. Larson provides insights that go beyond the surface to understand consumer values, needs, unconscious perceptions, and deeply held beliefs.

Ms. Larson graduated *magna cum laude* and *Phi Beta Kappa* from the University of Virginia with a B.A. in English, and holds her Master's of Business Administration from Harvard Business School.

