

Cindy Miller

Aperio Insights, Sr Director
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Experienced Researcher

Cindy is a seasoned marketing researcher with specialties in retail, financial services, direct marketing, e-commerce, consumer packaged goods and pharmaceuticals. Directing and conducting market research is her passion.

Cindy's educational training is in psychology. She has a Master's degree in Social Organizational Psychology.

She knows the importance of understanding the fundamentals of business performance – the basic constraints under which any company must operate, and providing solutions that are easily communicated and actionable.

Market Insights

Over-capacity has led to hyper-competition and super abundance. Differentiation, relevance, value, quality and convenience matter. By understanding motivations, hidden truths, both stated and unstated, clear strategies can be formulated and product development opportunities arise.

C-Level Communication

Cindy's clients range from C-level executives, to consultants, to managers, and her role is to help companies grow through their actions based on consumer insights.

Core Competencies:

- Strategic Planning
- New Product Research
- Competitive Strategies/pricing
- Data Mining/SPSS
- Package Design
- Sales Forecasting
- Direct Marketing
- Consumer Insights Advocate
- Presentations/public speaking
- Staff Supervision/training

Top Brands

The data gathering and analytical tools she uses have been developed and refined over the years by working with the world's best brands and companies:

- Kohl's Department Stores
- RadioShack
- JCPenney Insurance Company
- JCPenney Retail
- Sabre Holdings
- Idearc

Revealing Insight for Clear Decisions

To learn more about Cindy Miller and Aperio Insights, please visit www.aperioinsights.com.