

Your partner for intuition, insights and actions

Chestnut Hill Advisors is committed to helping you uncover customer insights that fuel innovative thinking and decisions.

Partnering for Success

For more than 20 years, our expert consultants have partnered with Fortune 500 companies to conduct research and explore its meaning and impact for information, software, media, technology and risk assessment. Together and individually, we've designed targeted research that has fueled action plans for hundreds of initiatives in a variety of industries.

How we're different...

- **Custom design and execution for each engagement** – Your business needs are unique, and so is our approach to informing them. We draw from a broad set of sophisticated methodologies to build and execute a plan to produce results your team can act on.
- **Hands-on, expert sourcing** – From C-suite to consumer segments, we delve into your business and marketplace to define, find and successfully engage the people whose opinions and experiences are critical to your efforts.
- **Experienced perspective** – In addition to depth of qualitative and quantitative analytical expertise, our professionals apply their lens of industry experience to data interpretation and insights development to ensure that results are both relevant and actionable to your business.

Your CHA Team



Rita Bartczak, Founder and CEO

As founder of CHA she has 20+ years of experience in building and leading project teams in using qualitative and quantitative VOC tools that fuel innovative thinking. She has created value through business development, long term client relationships and P&L. She holds an MBA from Simmons College, a Master's in Public Policy from the Kennedy School of Government and a BA in Economics from Wellesley College



Kathy Russell, Director and Storyteller

Equally adept with qualitative and quantitative research design, Kathy has extensive experience in usability testing and analysis, in-depth interviewing, focus groups, ethnographic studies, factor and cluster analysis, brand loyalty and employee satisfaction. Prior to CHA, Kathy was VP of Thomson Marketing Resources and a Senior User Intelligence Agent at Razorfish. She holds a BA in Communication and French from the University of New Hampshire.



Brian Ottum, Ph.D, Innovation Guru

Brian has extensive new product development expertise and has built state-of-the-art research methods in consumer needs identification, concept screening/ optimization and price setting. A frequent speaker at national conferences and the University of Michigan's Executive Education Program, he also teaches market analytics workshops. He holds an MBA from Xavier University and a Ph.D focused on market research in new product development from the University of Utah.

What we do

Our process starts and ends with strategy. We design our research approach only after in-depth assessment of your objectives, history and resources. This ensures effective research design for your marketing, product and consumer development needs.

- ✓ **Needs assessment** – Early stage exploration to better understand target customers, why and how they use products/services, challenges they encounter and ideal solutions
- ✓ **Workflow analysis & customer behavior** – Developing a holistic understanding of the customer, including their goals, what they do to achieve them, the resources they use and opportunities that exist for your company or products
- ✓ **Product development, testing and positioning** – Fuel each stage of NPD with the voice of the customer, from the fuzzy front end, to features prioritization, concept testing, price modeling, creative development and launch
- ✓ **Customer/employee engagement measurement** – Track satisfaction, impact on potential action and identify triggers for increased loyalty
- ✓ **Brand perception and measurement** – Identify/vet value propositions, understand brand associations and competitive positioning
- ✓ **Due diligence for potential acquisitions** – Exploration among the target firm’s customers to understand product/service usage, relationship with the firm and any potential issues that may have a material impact post-acquisition

How we do it

We bring deep industry knowledge and a broad toolkit of methodologies to each engagement:

Experienced in industries including:

- **Technology**
- Education
- Energy
- Financial
- Healthcare
- Legal & Regulatory
- Scientific
- Tax & Accounting

Qualitative Expertise

- In-depth interviews
- Executive interviews
- Usability interviews
- Conceptual design

Quantitative Expertise

- Segmentation studies
- Usage/awareness surveys
- Prioritization
- Conjoint
- Discrete choice

Contact

Explore how Chestnut Hill Advisors can help you take action with customer-centric strategy:

Rita Bartczak
617-232-0970
rita@chestnuthilladvisors.com

**For further information and case studies,
visit us at: www.chestnuthilladvisors.com**