



Kat Van Fossen: Marketing and Customer Experience Strategist

A classically trained marketer and expert in the Brand Experience with CPG, Retail and Technology experience

EXPERTISE:



Brand DNA and Positioning – craft a brand’s value proposition and brand persona to reflect its unique attributes



Consumer Journey Mapping – prioritize investments and technology roadmap against key consumer pain points



Website and Retail Audit – evaluate a brand’s website or physical retail to maximize consumer engagement

CLIENT SIDE EXPERIENCE:



VF Corporation (\$13B apparel company):
Director of Corporate Strategy – Direct to Consumer (2015-2016)



Nature Made Vitamins (\$1B Brand):
Sr. Manager – Shopper Insights and Marketing (2012-2015)



Pepsico: Brand Manager (2010-2012)
Shopper Marketing Manager (2009-2010)
Consumer Insights Manager (2007-2009)



MBA from University of Chicago,
Booth School of Business (2005 – 2007)

The Aspire Agency

Founder

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