

Bob Woodard has more than 30 years of professional experience spanning the areas of Marketing Research and Analysis, Brand Marketing, Marketing Strategic Planning, Finance, and Sales at companies such as Campbell Soup Company, The Coca-Cola Company, and Frito-Lay, Inc. Twenty five years of his career have concentrated on Consumer Research/Marketplace Analysis/Marketing Strategy. The resulting combination of depth in consumer insights and breadth across functional areas has given him a uniquely strategic perspective from which to add value to the businesses on which he has worked.

For the past eight years, Bob has been Vice President of Global Consumer and Customer Insights at Campbell Soup Company. He leads the company's efforts to develop deep and differentiating consumer insights and convert them into action and, ultimately, business growth. Of particular interest to Bob is advancing the marketing research field at Campbell by introducing and integrating into practice key academic learning on the mind of the consumer, consumer choice, and promising new research methodologies, as well as by promoting a rigorous, integrative approach to the derivation and communication of consumer insights.

Prior to joining Campbell he spent nine years at The Coca-Cola Company in Atlanta, Georgia and Johannesburg, South Africa and ten years at Frito-Lay, Inc. in Dallas. His increasingly responsible assignments at these three companies have covered North America, Europe, Australia, Asia, Africa, and Latin America. In addition, he has led a marketing research organization in the retail sector and has worked for a major automotive manufacturer.

From 2004 to 2006 Bob was Co-Editor of the Journal of Advertising Research and is currently a Contributing Editor to the Journal. He is also a member of the Executive Committee of the Marketing Science Institute (MSI) and a member of the Board of Directors of the Association for Consumer Research. He has given talks at the Marketing Science Institute, the American Management Association, the American Marketing Association, The Institute for International Research, The INFORMS Conference on "The Practice and Impact of Marketing Science 2007," The Wharton School, as well as a number of other organizations and institutions.

He has earned the Marketing Research Association's "Professional Researcher Certification" at the Expert level.

Bob holds degrees from Georgetown University in Washington DC (BA) and The Ohio State University (MBA).