

Allen Bukoff, PhD

Resume for My Consumer and Brand Strategy Work

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I began my career in advertising in marketing research. I was hired initially for my advanced research and statistical skills. The frequent need for more direct and creative ways to uncover consumer and brand insights led me to explore and master a broad and eclectic mix of strategy development tools. I developed an approach to strategy development that combines logic with intuition and research with creativity. I started a consulting practice and have been helping ad agencies, media agencies, and marketers develop more creative and successful advertising strategies ever since.

PROFESSIONAL EXPERIENCE IN ADVERTISING, MARKETING AND MEDIA STRATEGY

- 8/95 - Present** **AllenBukoff.com, President.** A full-time international consulting practice helping advertising agencies, media agencies, and major marketers develop more creative brands and more creative media and advertising strategies.
- 4/10 – 7/10 **Strategy Consultant, IMPATTO, Southfield, Michigan.** Developed consumer and brand insights and evaluated initial strategies for the US launch of the Fiat 500.
- 9/09 - 10/09 **Consultant, Olson Zaltman Associates, Pittsburgh.** Developed activities to help OZA more creatively explore how their research findings can be applied to their client's marketing strategies. Trained staff.
- 7/05 - 7/08 **Consultant for Creative Strategy Development, Cerveceria Cuauhtemoc Moctezuma (Monterrey, Mexico).** Helped Marketing Department of 10th largest brewery in the world redesign and implement a more successful advertising strategy development process. Implemented processes to uncover more creative consumer and brand insights. Changed their process and priorities for evaluating advertising ideas. Conducted innovation workshops on advertising strategy and new product ideas.
- 10/07 - 3/08 **Strategy Consultant, Initiative Media (Interpublic Group), New York.** Assisted Worldwide Director, Communication Planning and global planning team in creating a new communication strategy development process. Designed a set of activities within this process to uncover consumer, brand, and media insights. Helped launch this new strategy development process in Latin America.
- 8/03 - 12/07 **Creative Strategy Workshops.** Created and led strategy development workshops exploring *Monster Creativity*, *The Do-It-Yourself Life*, *The Culture of Eating*, *The New Face of Luxury*, and *Human Networks* with various clients including MacLaren-McCann (Toronto), Initiative (NY) and the annual conference of the US Account Planning Group.
- 3/98 - 7/03 **Consultant, Global Pulse Coordinator, McCann WorldGroup.** Launched and managed an internet-based global consumer insight network helping more than 100 offices in 77 countries turn consumer insights and ideas into advertising strategy on a local, regional, and global scale. Authored or coauthored global reports on creativity, food, and sports. Conducted regional strategy development and training workshops.
- 9/95 - 2/98 **Strategy Development Consultant, DMB&B (now Leo Burnett).** Provided training sessions in innovative advertising strategy development at regional and local agency level throughout the DMB&B global network. Trained more than 500 people in 20 countries. Also served as *Regional Planning Director for DMB&B Latin America.*
- 5/89 - 8/95** **D'Arcy Masius Benton & Bowles (now Leo Burnett).**
Vice President. Divided time between two offices serving as both **Associate Director of Strategy Planning**, New York, and **Creative Catalyst at Large**, Michigan. Prior to that, **Group Research Supervisor.** Designed and conducted marketing and consumer research.

EDUCATION

- 8/84** **Ph.D., Psychology.** Kent State University, Kent, Ohio. (Social Psychology & Research Methods)
5/76 **M.A., Psychology.** Kent State University, Kent, Ohio. (Social Psychology & Research Methods)
5/73 **B.S., Psychology.** University of Iowa, Iowa City, Iowa.

BRANDS I've worked on as advertising planner or creative strategy consultant.

Advertising Research Foundation, Allegra, Arby's, Bayer, Boeing, CARE, Consumers Energy, Coca-Cola, Detroit Renaissance Foundation, Delphi Automotive, Discovery Channel, Eli Lilly, FIAT, Ford, FTD, FIFA WorldCup, General Motors (Buick, Cadillac, Cadillac Dealers Association, General Motors Corporate, General Motors Parts, GMC Truck, Oldsmobile, Pontiac, Pontiac Dealers Association, Saturn), Hasbro Toy Group, Home Depot, iCall, International Olympic Committee, Kraft General Foods (Cool Whip, Crystal Light), LEGO, Levi's Dockers, Merck (Singulair & Gardasil), Microsoft, Miller Light, Nescafe, Oakwood Hospital, Office of National Drug Control Policy, Phillips Interactive, Pillsbury (One Step Cookie), Proctor & Gamble (Always, Ariel, Charmin, Crest, ThermaCare), Quaker Oats (Rice Cakes, Chewy Granola Bar), Revere Cookware, Rocky River Grill House, Tyco Toys (Matchbox, View-Master), UMBRO, Volkswagen, Western Union, AT&T (in Asia Pacific), Cerveceria Cuauhtemoc Moctezuma (Tecate, Sol, Carta Blanca, Dos Equis, Indio; Coors Light in Mexico), COMCEL (Columbia), Grana y Montero (in Peru), Interbanc (in Peru), Jacob (in Canada), Mars (M&Ms and Whiskas in Mexico), Movistar (in Mexico), Sprint/Telemex (in Mexico), Unilever (Axe, Omo Sol, Pond's Age Miracle in Latin America)