

## LAURA MCGOWAN FRY, PHD

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### EDUCATION

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**Wayne State University** Detroit, Michigan  
*PhD in Marketing and Communications* Dec 2000

**Central Michigan University** Mt. Pleasant, Michigan  
*MA in Interpersonal and Public Communications* May 1990

**Albion College** Albion, Michigan  
*BA in English* May 1987

### WORK HISTORY

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**Principal/Founder** Beverly Hills, MI 48025  
*BrandView Communications LLC* Feb 2010 to Present

Customer insights consultancy offering digital strategy, qualitative and quantitative research, market analyses, analytics, ux testing, adult instruction and training & development, etc.

Clients include Chase, The Community House, DCI Marketing, Mazda, Author - Dr. Kathleen Pfeiffer, Prentis Hall, T3, Taubman Properties, UAW, Watson Orthodontics, 360 Brand Machine, etc.

**Senior Director Consumer Insights** Troy, MI 48084  
*DCI Marketing* Jul 2011 to Jan 2013

Led a team of strategists and analysts responsible for insuring DCI Marketing's merchandising solutions were rooted in customer/shopper insights and were fully measurable

Focus group moderation, key corporate stakeholder interviews, dealer interviews (dealer principal, sales managers, service managers, digital managers), observational research, shopper intercept research (on/offline), survey research (on/offline), and virtual design testing in a computer automatic virtual environment (CAVE), etc.

Led the development of an analytics practice for measuring all digital signage initiatives

Clients included Harley-Davidson, Hyundai North America, Nissan North America, Sephora, Subaru North America, Ulta and Walgreen's

- Pet Project: quantitative and qualitative research initiative for an automotive OEM's parts & service organization designed to inform the organization's digital merchandising and customer service plans. Digital touch points included the use and implementation of tablets in the service bay, vehicle rfid tags, telematics, explanatory customer videos, digital payments, etc. Methodological approaches included online surveys and dealer/customer/corporate stakeholder interviews
- Pet Project: quantitative study reviewing what today's shoppers prefer from front end merchandising (fem), their product wants and needs in fem and what they like to do in the fem space

**Senior Vice President, Strategic Planning** Southfield, Michigan  
*Doner Advertising* Jan 2011 to Jun 2011

Responsible for business analysis, brand positioning and strategic planning for several of the agency's key accounts

Played a strategic role in the agency's new business efforts

Clients included AMC Theatres, Auto Trader, Auto Zone, Choice Hotels International, Coleman, and Shell

- Pet Project: Gen Y study analyzing the unique shopping habits of Gen Y in the auto and DIY industry. Findings presented at Shell's annual global marketing meeting.
- Pet Project: Mobile study analyzing the characteristics of the mobile shopper and the impact on the auto and DIY industries. Findings presented at Shell's annual global marketing meeting.

**Senior Director Integrated Marketing Strategy** Chicago, Illinois  
*Corbett Accel Healthcare Group* May 2010 to Dec 2010

Responsible for ensuring that CAHG's creative efforts (on/offline) were driven by a strong strategic vision (crafted from clear-cut goals and objectives), informed by cross-channel insights from primary and secondary research sources and executed so as to ensure measurability

Responsible for reviewing and recommending a site measurement solution for CAHG and client site analytics (Omniture selected)

Clients included Alcon, Bristol-Myers Squibb, Merck, Pfizer, and Takeda

**Director of Customer Insights, Analytics and Strategy**  
*Organic, Inc.*

*Bloomfield Hills, Michigan*  
*Jun 1999 to Apr 2010*

Led a team of strategists, researchers, and analysts that brought customer insights and understanding to clients' ecommerce, communications and branding efforts. Used a variety of traditional and technology based research and measurement reporting techniques to support decision making in the areas of web development, media, communications and logistics

Clients included Bell Canada, Benjamin Moore, Blue Cross and Blue Shield, BMO Nesbitt Burns, DaimlerChrysler, Canadian Imperial Bank of Commerce (CIBC), Chevron, CIBC Mellon, Domino's Pizza, Dow Automotive, eBay Motors, Forest Health Services, Geek Squad, General Growth Properties, Great West Life, Janus Capital Group, Kimberly-Clark, London Life, Manitoba Telecom Services (MTS), McAfee, Message Labs, Sprint of Canada, Telus, uBid, etc.

**Adjunct Faculty Member**  
*Wayne State University*

*Detroit, Michigan*  
*Aug 1993 to Aug 2001*

Taught MBA and undergraduate marketing, advertising, advertising copy, and business communications courses. Conducted advertising media research studies with university marketing professors and presented key findings at international marketing conferences

**Digital Strategist**  
*J. Walter Thompson*

*Detroit, Michigan*  
*Jun 1998 to Jun 1999*

Wrote and compiled strategic analyses/overviews/plans on digital trends and how they impacted: U.S. and foreign markets, consumer behavior and future technological advances. Work was regularly done for all accounts (e.g., Ford Division, Ford Credit, Domino's Pizza, Goodyear Tire and Rubber Company, Kohl's Department Stores, White Castle Hamburgers, etc.) out of the Detroit office of J. Walter Thompson and on a project-by-project basis for non-Detroit office clients (e.g., Jaguar of Great Britain, Unilever, Warner Lambert, etc.)

Wrote and distributed articles for the JWT Digital Watch, a weekly publication alerting JWT employees and clients of the latest trends in digital technologies and consumer purchase patterns

**Marketing Brand Strategist**  
*J. Walter Thompson*

*Detroit, Michigan*  
*Jan 1996 to Jun 1998*

Contract consultant to Ford Motor Company's Marketing Plans and Brand Development Group. Supervised the development of customer and competitive analyses used to identify and define market opportunities and support strategic development of future products

**Supervisor of Training and Development**  
*J. Walter Thompson*

*Detroit, Michigan*  
*May 1995 to Jan 1996*

Designed (i.e., trainee rotations, evaluations, seminars and mentoring program), implemented and supervised the Marketing and Development Program (MADP) for JWT's "star" entry-level employees

Conducted training programs (e.g., business writing, presentation skills, etc.) for MADP employees

Coordinated the training and development programs (e.g., Total Branding, Integrated Marketing, Supervisory Leadership Skills, etc.) for JWT's mid to senior managers

Wrote and compiled employee handbooks (e.g., JWT- Employee Handbook, JWT - Detroit International Relocation Handbook, Mentoring Program Handbook, etc.), the JWT MADP brochure and website

Aided with recruitment of MADP employees

- Office Chairperson - United Fund (1995 - 1999): handled employee donations, the corporate donation, office communications and fund-raisers (e.g., oral and silent auctions, a JWT worldwide employee cookbook bake sale, flea market, etc.)
- Consultant (1/95 - 5/95) - Tutored mid-managers in writing presentation decks, memos, client letters, etc.

**Assistant Professor of Speech Communication**  
*Lake Superior State University*

*Sault Ste. Marie, Michigan*  
*Sep 1990 to Sep 1993*

Taught courses in organizational communication, non-verbal communication and public address

Sat on numerous university of committees (e.g., employment search, foundation, new building fund, and academic reform, etc.)

Directed the debate and individual events teams. Coached and recruited team members for regional and national tournaments

Organized and hosted college and high school speech events at LSSU

Taught courses in Speech Communication

Active research assistant - conducted key informant interviews for a communication analysis of the Michigan Municipal League

Compiled, recorded and analyzed data for the final report

## **PUBLICATIONS**

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McGowan, L. (1999). *Claiming to Be Green: A Content Analysis of Environmental Claims in Print Advertising*. Published dissertation.

McGowan, L., & Rice, J. (1997, Spring). The power of criticism: An empirical investigation into the impact of judges' comments on individual events competitors' self-esteem. *The National Forensics Journal*.

McGowan, L., & Santo, D. (1996). *Promotional Stereotypes of the Elderly: A Content Analysis of Nursing Home Brochures*. Submitted for presentation to the 1997 Annual Conference of the American Advertising Association.

Cannon, H., McGowan, L., & Yoon, S. (1994, March). Incorporating advertising creative strategy into computer-based business simulations. *Proceedings of the 1994 Annual Conference of the Association for Business Simulations and Experiential Learning*, p. 57-62.

Cannon, H., McGowan, L., & Yoon, S. (1994). A Prototyping Approach for Incorporating Large Data Bases into Media Planning Simulations: An Example Using Magazine Media. Paper presented at the 1995 Annual Conference of the Association for Business Simulations and Experiential Learning.

Cannon, H., Yoon, S., McGowan, L., & Yaprak, A. (1994). In Search of the Global Consumer. Paper presented to the 1994 annual conference of the Academy of International Business.

Cannon, H., McGowan, L., & Yoon, S. (1994). A System for Developing Preliminary Simulations of Magazine Media Schedules. Paper presented at the 1995 Annual Conference of the American Advertising Association.

McGowan, L. (1993, Spring). St. Elmo's Fire as a tool in discussing conflict management. *The Speech Communication Teacher*.

McGowan, L. (1993, March). Rhetorical comparison of the language of Barbara Bush and Hillary Clinton. Paper presented at the 1993 conference of the Michigan Academy of Arts and Sciences, Kalamazoo, MI.

McGowan, L. Conboy, R., & Jennings, R. (1993, March). Political spots as political communication: The 1992 campaign. Paper presented at the 1993 conference of the Michigan Academy of Arts and Sciences.

McGowan, L. & Rice. (1993, April). Respecting diversity and creating harmony in individual events competition: Papers concerning the welfare of students. Panel organized for presentation at the Central States / Southern States Communication Association's 1993 conference, Lexington, KY.

Buerkel-Rothfus, N. Kosloski, D. & McGowan, L. et al. (1990). *Handbook to accompany Communication Competencies and Contexts*.

McGowan, L. (1990). *Frequency of Graduate Student Interaction and its Relationship to Graduate Student Satisfaction and Support*. Unpublished master's theses, Central Michigan University, Mt. Pleasant, MI.

## **DIGITAL FOOTPRINT**

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Laura is an active member in leading social media communities. She welcomes new followers and can be found at:

- LinkedIn: [www.linkedin.com/in/lauracmcgowan](http://www.linkedin.com/in/lauracmcgowan)
- Twitter: @LauraMcGowan
- Google+: Laura McGowan Fry
- Pinterest: [Pinterest.com/lcmcgowan/](http://Pinterest.com/lcmcgowan/)
- [www.SeniorHelpForum.com](http://www.SeniorHelpForum.com) (caregiver blog)
- [www.BrandViewComm.com](http://www.BrandViewComm.com) (professional site + blog "under construction")