



## BIOGRAPHY: John R. Bourget

John is President of Witan Intelligence Strategies, Inc. which he founded in 1987.

Witan provides Market Research and Marketing Strategy Services to B-2-B and Consumer clients. The firm specializes in helping clients *"Know to Grow!"* by discovering fresh insights that enable them to articulate and exploit *remarkable* brand benefits.

Clients benefit from two distinguishing strengths:

- Efficiency: Seamless integration of the disciplines of strategy and research derived from rare hands-on expertise with both.
- Effectiveness: A "best practices" perspective earned from several decades experience serving an unusually diverse range of clients large and small.

John's no-nonsense, entrepreneurial, analytical approach is backed by 30+ years of professional experience, a Lean Six Sigma Black Belt and "Big 4" management consulting engagements. He leads clients by-the-numbers to strategic insights and plans for marketing, sales and new products or services that cost less and do more. DMAIC-like planning ensures effectiveness, efficiency and continuous improvement. The process invests the client's strategic team of senior management, sales, customer service and/or R&D.

John is a proponent of on-going dialogue with customers and constituents using a portfolio of qualitative (e.g. focus groups) and quantitative (e.g. surveys) methods, and the most efficient channels for the job (e.g. web, phone, mail, intercept) where verbal, written and behavioral responses provide insights. Successful analysis translates mountains of data into what it means, a creative process that synthesizes psychology, sociology, anthropology... as well as logic and experience.

John's experience includes managerial positions at the U.S. headquarters of Royal Ahold (worldwide leader in supermarket chains), Beta One (research field service), Marketing Research Services Company (research consultancy) and Awareness (ad agency). He holds an MBA from University of Hartford and a BS degree from Tufts University.

John serves corporate, not-for-profit, government clients both directly and as an expert subcontractor to management consulting firms. Clients range from IPOs to the Fortune 500 across a diverse spectrum of industries including manufacturing, high-tech, health-care, financial services, insurance, retail, tourism and education. Representative clients appear below:

- Aetna
- Accenture (formerly Andersen Consulting)
- Ascom Hasler (postage meters)
- Boston Consulting Group
- Connecticutcare
- Connecticut Commission on Culture and Tourism
- Connecticut Humanities
- Danaher Corp. (mfg. tools, power tech, medical, etc.)
- GenRE/NEAM
- Heublein
- Kaiser Permanente
- Mark Twain House
- McDonalds
- McKinsey & Company Consulting
- Mystic Aquarium and Institute for Exploration
- Navigant Consulting (formerly Arthur D. Little)
- Northeast Utilities
- Otis Elevator
- Pfizer
- Philip Morris
- Royal Ahold (Stop & Shop, Giant supermarkets)
- Saint Francis Hospital
- Stanley Black & Decker
- Swiss Watch Federation
- The Hartford
- The United Way
- Travelers
- UConn Health Center
- U.S. Centers for Disease Control
- UPS
- Yale University
- Zurich