



BIOGRAPHY: John R. Bourget

John is president of Witan Intelligence Strategies, Inc. which he founded in 1987. Witan provides Marketing Strategy Planning and/or Market Research 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 *differentiating* brand benefits.

Clients benefit from two unique strengths:

- Efficiency: Seamless integration of the disciplines of marketing strategy and market research derived from hands-on expertise with both.
- Effectiveness: A “best practices” perspective gleaned from several decades experience serving clients large and small in a wide range of industries.

John’s entrepreneurial, analytical approach is backed by a Lean Six Sigma Black Belt and “Big 4” management consulting engagements. He leads clients by-the-numbers to strategic marketing and sales plans and new products or services that reduce costs and improve results. DMAIC-like planning ensures effectiveness, efficiency and continuous improvement. The process invests the strategic team of senior management, sales, customer service and R&D.

He 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). Verbal, written and behavioral responses provide clues. Successful analysis will translate mountains of data into what it means, a creative process that synthesizes psychology, sociology, anthropology... as well as logic and experience.

John’s 30+ years of 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 firm) and Awareness (ad agency). He holds an MBA from University of Hartford and a BS degree from Tufts University.

He serves corporate, not-for-profit, government clients directly and through management consulting firms, ranging 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
- Connecticare
- Connecticut Commission on Culture and Tourism
- Connecticut Humanities Council
- 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