

# Kathleen Grimstad

## BRAND STRATEGIST

### ABOUT

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Zürich, Switzerland  
C Permit

*I create strategies that allow companies to make decisions with clarity and work effectively.*

*I believe the solution to the toughest brand challenges lies in empathizing with consumers, understanding broader cultural forces and finding how your brand can make a unique impact.*

**Skills:** Creative brief writing, brand positioning, persona development, storytelling, insight development, competitive audits, workshop and brainstorm facilitation, competitive audits, trend reports, usability testing, secondary research, qualitative research & analysis: one-on-one, shop-along, focus group, and ride-along interviews

**Industry experience;**  
Agriculture, apparel (footwear & swimwear), packaged food, energy (petroleum), talent management, tourism, consumer services, manufacturing, and construction/remodeling

**Languages:** Native English ,  
Conversational German

Minneapolis AdFed  
32 Under 32 Winner

### EDUCATION

**Washington University in St. Louis**  
Bachelor of Arts with Honors,  
May 2012  
Major: Comparative Literature  
Minor: Ballet

**Independent Consultant**  
*Grimstad Strategic Communications*

Feb 2020 - Present

*Consultant with CEDES* (Nov 2022 - Dec 2023)

- Repositioned the brand following a major acquisition and pivot in product portfolio, to differentiate the brand from their competition and create a strategy to enable their new business goals. I led CEDES through the creation of a new tagline, mission statement, values statements, and aligning their brand voice to this new understanding. All of which was the culmination of extensive competitive research, customer and stakeholder interviews, and a brand-purpose workshop with key leaders.

*Consultant with Laura Rubenstein Strategy* (Jun 2022)

- Synthesized findings from user reviews of mobile apps with an executive report and identified common themes and opportunities for B2B apps in a gig economy.

*Consultant with RSP Sales and Target* (Mar 2022)

- Conducted market research to write and present a comprehensive report of consumer insights, competitive audit/analysis, and product and social media trends to inform the development of a new line of journals at Target.

*Digital Strategy Consultant with Irena Kurkova, Abstract Artist* (Aug 2021 - Nov 2021)

- Coached client on how to build her brand on Instagram, set achievable goals, identified her target audiences, and crafted key messages for her content.

*Freelance Brand Planner with Carmichael Lynch* (Aug 2021- Sep 2021)

- Revamped the existing Conoco “Choose Go” campaign for a younger audience. Created a framework that illustrated how evaluating the creative concept through the lease of relevant Gen Z trends produces multiple creative ways the idea could evolve.

*Brand Strategy Consultant with Gåva Swimwear* (Aug 2020 - Jun 2021)

- Consulted with a new luxury swimwear brand in the early stages of development.
- Conducted market research and an audit of competing products to estimate the market opportunity and white space, which influenced the early designs of the product.
  - Created a report on relevant cultural trends and influences such as body positivity and neutrality, the evolving state of female confidence, and sustainability in a fast-fashion world.
  - Created the brand’s purpose and positioning statement as a category challenger as the culmination of market research and workshops with the founder.
  - Wrote and implemented a consumer survey to gauge women’s attitudes towards apparel and swimwear and collect feedback on preliminary designs.

*Contributing Author with Creative Supply* (May 2020 - Aug 2020)

- Wrote two articles for a Brand Consulting firm: “Do what you say and say what you do, a guide for brand messaging” and “Mid-size organisation branding - The essential online guide to create a winning brand.”

**Director of Strategic Communications**  
*Voy Talent, Zürich, Switzerland*

May 2019 - Nov 2019

Responsible for developing and implementing branding, social media, and content for a young, international talent recruitment start-up.

- Developed target audience personas for messaging and media targeting purposes. Used these personas to build social media target audiences on Facebook and Instagram.
- Led a workshop with the founders and used insights to create a clear and actionable brand mission, personality, and tone.
- Developed a content strategy and architecture for social media. Created blog posts, social posts, and videos with a recognisable style and tone. Grew social media following by 32% and increased content distribution across channels by almost 200%.

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### Fitness Instructor

Aug 2019 - Jul 2020

*Zürich, Switzerland*

Pilates and Barre group fitness instructor teaching in person, prerecorded and zoom classes.

### Brand Planner

Dec 2016 - Jun 2018

*Carmichael Lynch, Minneapolis, Minnesota, USA*

Lead and contributing Planner responsible for strategic leadership on some of the agency's largest clients and new business pitches.

- Created personas of target audiences using national data and qualitative research for Arla, Castello, Phillips 66, 76, and Conoco.
- Conducted quantitative and qualitative research, including in-depth and quick-turn research for all clients and new business pitches. Wrote discussion guides and conducted interviews that generated meaningful insights and helped tell consumer stories.
- Collaborated with a research partner on a semiannual brand awareness and attitudes survey.
- Helped relaunch the Phillips 66 corporate brands (Phillips 66, 76 and Conoco) with three new campaigns. The work for the three brands won a Silver Jay Chiat in the Regional Strategy category. Developed the key insight that "couch culture" was killing our naturally social target audience, which inspired the new Conoco campaign "Choose Go." Five months after the Conoco "Choose Go" campaign launched, sales rose 6%, with key markets enjoying growth between 12% and 17%.
- Contributing Planner on Arla, a Danish cheese brand launching in the US where consumers were "loyal by default" to Philadelphia Cream Cheese. We established the brand with a strategy aligned with global positioning and broke through in the US market with a budget of one-tenth of Philadelphia. HH penetration, brand consideration, loyalty and aided awareness all increased, beating benchmarks.

### Strategist

Jan 2016 - Nov 2016

*Colle McVoy, Minneapolis, Minnesota, USA*

- Day-to-day strategic lead for several WinField brands as well as Forage Genetics International, a fast-growing subsidiary of WinField. Conducted in-depth one-one one stakeholder interviews to develop brand architecture, positioning statement, and brand promise.
- Conducted ride-along interviews with farmers, generating actionable insights.

### Strategic Planner

Aug 2013 - Jan 2016

*Martin Williams, Minneapolis, Minnesota, USA*

- Lead Strategic Planner on several of Syngenta's core brands. Established a consistent, more thoughtful approach to the business by integrating grower insights and strategic thinking in partnership with the creative department.
- Conducted shop-along interviews, research and analysis in the home-improvement category.

### Brand Planning Intern

Jun 2012 - Aug 2012

*Fallon Worldwide, Minneapolis, Minnesota, USA*

- Assisted on the Cadillac account, created a consumer guide using psychographic and demographic data.
- Won the intern mock-pitch competition with a team of four other interns.