

# Sunaina Schultz, PhD

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*Consumer researcher with experience in industry, public health, and academic contexts, committed to leading teams in applying expert methods to address real-world problems.*

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## PROFESSIONAL EXPERIENCE

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### Intermountain Healthcare

2020 – present

#### *Manager of Marketing and Consumer Insights*

- Manage efforts to uncover and elevate the voice of Intermountain's diverse consumer populations through actionable insights that inform strategic decisions and drive growth.
- Lead teams to design and implement rigorous and proven research approaches that produce clear recommendations and deliver measurable results.
- Collaborate with executive and VP leadership on defining the vision, strategy, scope, and approach for the broader consumer experience function.

### Grounded Insights, LLC

2019 – 2020

#### *Founder and Managing Director*

- Led research initiatives leveraged to inform and develop C-level strategy (e.g. foundational brand learning, exploring collaborations and acquisitions, communications testing) for clients in the healthcare industry.
- Presented at conferences to engage in thought leadership around consumption's pervasive impact on power, identity, and well-being (EPIC – September 2019; Association for Consumer Research – October 2019)

### Ignite 360

2017– 2020

#### *Insights Director*

- Led brand strategy and innovation insights efforts across industries (e.g. Microsoft, General Mills, Starbucks).
- Leveraged qualitative methodological expertise and academic research to better inform industry initiatives.

### General Mills, Inc.

2010– 2011

#### *Consumer Insights Associate*

- Led cross-functional brand teams through in-market experimentation initiatives in retail environments (e.g. Wal-Mart, Kroger, Cub Foods) to address new product development, promotion, and packaging needs.
- Tracked online conversations around a competitor recall, leveraging a new online buzz tracking tool. Tracking reports enabled the discontinuation of traditional survey trackers – a \$70,000 savings for the business.
- Refined and developed current methodologies, as well as explored new experimental innovations (e.g. eye tracking).

### University of Illinois- Chicago

2007-2008

#### *Coordinator of Clinical & Research Programs*

- Tested a framework of HIV-risk emphasizing the interplay of family, peer, and partner mechanisms.
- Conducted clinical interviews with caregivers and adolescents to assess sexual health knowledge and behaviors.
- Supervised and evaluated performance of interns and new staff members on interview and data tasks.

## National AIDS Fund AmeriCorps

Team Coordinator

2004 – 2006

- Managed 7-person team based in Chicago, mitigating conflicts arising between members and their host agencies.
- Developed HIV/AIDS awareness campaign in partnership with students from Chicago Public Schools, producing artwork featured in Chicago Transit Authority buses and trains in the summer of 2005.
- Collaborated with youth at Centro Romero to design a 10-week HIV/AIDS prevention curriculum utilized with peer groups in efforts to improve sexual health education and outcomes.

Legal Aide

- Managed independent caseload of over 30 clients.
- Drafted and submitted legal documents to government agencies and officials.
- Presented at the Ryan White National Youth Conference and Chicago Metropolitan Battered Women's Network Conference regarding youth service and HIV legal issues, respectively.

## EDUCATION

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### University of Wisconsin - Madison

Doctor of Philosophy, Marketing

2011 – 2017

### University of Wisconsin - Madison

Master of Business Administration, Market Research

2008 – 2010

### New York University

Bachelor of Science, Marketing and Management

2000 – 2004

## SELECTED PUBLICATIONS & PRESENTATIONS

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### Academic Publications *(Listed under maiden name – Sunaina Velagaleti)*

Epp, Amber M. and Sunaina R. Velagaleti (2014), "Outsourcing Parenthood? How Families Manage Care Assemblages Using Paid Commercial Services," *Journal of Consumer Research*, 41 (4), 911-935.

Mirabito, Ann, Cele C. Otnes, Elizabeth Crosby... Velagaleti, Sunaina R (2016), "The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma" *Journal of Public Policy and Marketing*, 35(2), 170-184.

Doll, Mimi, Harper, Gary W., Robles-Schrader, Grisel M., Johnson, Jason, Bangi, Audrey K., Velagaleti, Sunaina R., and Adolescent Medicine Trials Network for HIV/AIDS Interventions (2012), "Perspectives of Community Partners and Researchers about Factors Impacting Coalition Functioning Over Time," *Journal of Prevention & Intervention in the Community*, 40(2), 87-102.

### Industry Publications

Schultz, Sunaina (2018, May 14), "This is the New Us: How Companies Successfully Align with Demographic Change" <https://www.ignite-360.com/blog/this-is-the-new-us>

Schultz, Sunaina (2017, October 10), "How to Keep Your Brand in Step with Social Change" <https://www.ignite-360.com/blog/keep-your-brand-in-step-with-social-change>

### Presentations

EPIC Talks (September 25, 2019), "Framing Brands and Markets"

Association for Consumer Research (October 19, 2019), "Ads, Advocates, and Allies in Navigating the Road from Marginalization to Legitimation."