

# Industry Standard Advisor



Location **Ohio**  
<https://www.genclassifieds.com/x-402498-z>

My motto is: Drive Success to its Brim. When you no longer see a limit, you have reached ultimate success.

If you are aiming for results, you are probably recognizing that you need to take steps to reach them.

Now is the time you ask: Are you seeking a consultant or deciding whether it is worthwhile to speak with one?

Polina understands how to capture marketing and strategic issues. As a marketer, she knows how sales and marketing teams use information. As a startup consultant, she knows how investors like to receive and how they actually interpret information.

"If you can't quickly, succinctly and efficiently show [investors] what makes your company strong, they know you won't be reaching potential customers, either," How can you be direct, concise, and effective at the same time in your branding? Remember: a brand enables you to quickly communicate your target audience and the value you bring into their lives.

One of her strengths is in translating facts into actionable insights that are aligned with a client's business needs.

Polina provides Market Research & Branding Consulting. This encompasses market research, forecasting, budgeting, personnel management, lifecycle management, professional development, product branding, start-up strategy development, and administrative processes.

I focus on 10 Design Thinking Tools: 1. Visualization 2. Journey Mapping 3. Value Chain Analysis 4. Mind Mapping 5. Brainstorming 6. Concept Development 7. Assumption Testing 8. Rapid Prototyping 9. Customer Co-Creation 10. Learning Launch



work with the existing framework.



Define the Challenge: Develop a set of powerful questions to surface opportunities and challenges innovatively.

2. Gather data: Learn how to gather data through qualitative research such as observation and storytelling to augment traditional forms of data gathering. Tools include

Journey Mapping and Value Chain Analysis

3. Reframe and clarify the challenge: Make sense of research by seeing patterns, themes, and larger relationships between the information. Challenge assumptions and illuminate opportunities latent within the organization.

4. Artful reflection: Cultivate your intuition and develop aesthetic ways of knowing. The elegant solution wins in the marketplace. Visualization: Develop visual thinking skills to re-code images, and communicate ideas visually. Visual literacy transcends the limitations of language, and activates our senses. Tools include Mind mapping, sketching and painting.



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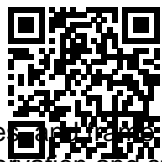
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- 5.Ideate: Learn six idea generation tools to foster shifts in perception, break out of traditional mind-sets, and generate seed ideas for innovation, including SCAMPER, Metaphorical thinking, connecting the dots, and Edison's invention techniques.
  - 6.Evaluate: Identify the criteria you need to evaluate ideas; learn the distinction between critiquing and criticizing an idea; give feedback that enhances creativity rather than crushes it.
  - 7.Prototyping: Create a visual tangible representation of your idea and present it to the group for feedback. Create a feasibility and an adoption checklist to get people onboard. Customer co-creation: Exploring alternative futures with your internal and external customers
  - 8.Assess: Gather feedback from prototype. Assess outcomes, and refine your project. Develop a set of feedback questions to get the information you need, i.e., does this add value to the customer?
  - 9.Implement: Create an action plan and test-drive your innovation
  - 10.Iterate: Assess results, modify and improve, using this framework.

My expertise includes conducting market research studies, assessing new product management, drafting workflow processes, and creating business and strategy execution plans.

For instance, when it comes to designing product-focused presentations, I work with my clients to:

- Build PowerPoint/Prezi presentations from pre-generated content, like white papers
- Utilize graphic design tools and software to develop creative custom presentations and templates
- Develop an effective and message-driven storyboard and narration
- Develop engaging presentations with compelling content and visuals
- Collaborate with presenters and subject matter experts
- Able to cut-mini video clips to integrate in PPT
- Conduct image sourcing and licensing as needed
- Provide remote and on-site design assistance for presentations at new business pitch

More service details and credentials are available upon request. I lead projects throughout the US and abroad. My rates are highly affordable. Feel free to contact me with questions.

I support the creation and execution of syndicated and custom market research reports for your business by

- 1.Conducting telephone and online interviews with leading technology suppliers, users and distribution channels
  - 2.Developing project infrastructure such as survey instruments, data collection instruments, market forecast models, value chains, etc.
  - 3.Creating market forecasts, vendor profiles and analysis reports for the IoT industry
  - 4.Identifying critical themes and implications in complex datasets and defining creative strategy alternatives and actionable recommendations
- Creating thoughtful and thought-provoking public content such as through blogs and webcasts
  - Communicating and presenting your brand presentations at industry events, corporate meetings, and other public forums through a number of traditional and new media channels
  - Developing and maintaining your brand and the brands of your practice through consistent high-value added contribution in public channels and under contract with

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clients

â€¢ Providing support for related marketing, business development and sales activities

Please call/email Polina to discuss this matter. Excellent references. Sessions either at home/skype/E-mail/Phone. Reasonable rates and very patient tutoring. I consult individuals and business on research management, technology solutions and customer-focused deliverables.

I address each project specifically and individually. Project responsibilities are discussed at the beginning of the engagement and are often outlined in the contract we agree to.

Past Services:

#### MARKETING ANALYTICS

Media-mix-modeling

Our Marketing analytics related services :

Marketing Mix Analysis & Optimization

Pricing Analysis & Optimization

Media Effectiveness Analysis & Optimization

Trade Promotion Effectiveness Analysis and Optimization

New Product Development Analysis

Direct And Indirect Impact Of Branding Efforts On Sales

Portfolio Strategy and Activation

Brand Equity

Customer Analytics

Customer Strategy

360 Degree Single Customer View

Customer Acquisition

Customer Usage / Growth

Customer Retention

Consumer and Market

Needs, usage and attitude studies

Consumer segmentation

Market sizing

Product

Concept testing and evaluation

Product design and optimization

Product usage and satisfaction

Pricing

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Concept testing and evaluation  
Product design and optimization  
Product usage and satisfaction  
Brand  
Brand health tracking  
Brand perception by segments  
Brand portfolio optimization  
Customer satisfaction  
Customer Engagement / Loyalty  
Product Strategy  
Product Bundling  
Product Pricing  
Product Placement  
Campaign Management  
Campaign Design  
Campaign Incrementality  
Contact Optimization  
RoI Optimization  
Multi Channel Synchronization  
Sales Planning  
Target Setting  
Sales Force Optimization  
Incentive Management  
Store Sales Drivers  
Inventory Management  
Store Layout Planning  
Retail Store Location Analysis  
Sales Execution  
Sales Territory Alignment  
Account Planning  
Telesales Optimization  
Branch Productivity  
After Sales Support  
Contact Centre Planning  
Contact Centre productivity

Strategy : Plan, Conceptualize, Frame, Map, Teach

Research: Usability Testing, Foccus Groups, Ethnography, Contextual Inquiry, Expert Evaluation, Persona, Customer Journey, Concept Testing, Travel Path Testing  
Online Surveys ,Competitor Analysis, Customer Satisfaction Surveys, Requirement Gathering, Shadowing, Competitive Testing, Web Analytics, Photo Ethnography,

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Remote Usability Testing, Remote Workshops, Remote Focus Groups, Card Sorting, Global /Cultural Testing/Analysis, Generative Research

Design: Ideation Workshops, Interaction Architecture, Implementation Support, Wireframes, Design Validation, Vision Design, Prototyping, Sketching, Co-design Workshops, Participatory Design, Release Roadmapping, Concept Ideation, Content Inventory, Journey Mapping, Service Design, Process Design, HTML/CSS Template, Experience Innovation, User Group Modeling, Concept Generation, Experience Design

Email me for.