

Judy Hopelain  
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## SUMMARY

Executive level corporate strategy and brand management professional. Judy has helped to grow three consulting practices, conceive and launch two multichannel Internet-based businesses with responsibility for business strategy, channel development and marketing, and advised four Internet startups. Her background includes 20+ years' experience driving growth through customer-centricity, with particular expertise in business strategy and brand positioning, customer insight and activation, business development, and integrated marketing.

In addition to consulting, Judy is a lecturer on the Marketing faculty at the Haas School of Business at the University of California, Berkeley. She teaches Brand Strategy & Management and Marketing, and sponsors Berkeley's National Student Advertising Competition team.

KEY SKILLS	DEEP INDUSTRY EXPERTISE
<ul style="list-style-type: none"><li>• Structured problem solving</li><li>• Identifying and capitalizing on growth opportunities</li><li>• Building a winning brand platform</li><li>• Leveraging brand for customer and employee acquisition and retention</li><li>• Conducting high-impact, cost effective customer research</li></ul>	<ul style="list-style-type: none"><li>• Retail</li><li>• Consumer goods</li><li>• Healthcare</li><li>• Ecommerce</li><li>• Software</li></ul>

## EXPERIENCE

### Haas School of Business, UC Berkeley, Marketing Lecturer, 2010 to present

Leading undergraduate and graduate school of business with enrollment of over 2,200 students from around the world.

### Brand Amplitude LLC, Partner, 2007 to present

Custom research firm that partners with company brand marketers to measure and manage brand health, glean new insights into customer decision drivers, unmet needs, and competitive differentiators, and identify and explore new concepts and messaging. Recent projects explored customer needs, attitudes and usage in mobile gaming, home repairs and maintenance, and online dating.

### Pure Gravy LLC, Managing Partner, 2006 to present

Hands-on advisor to senior management on leveraging brand and marketing to drive business impact. Our core offering focuses on defining the client value proposition, aspirational brand vision, optimal roles of and relationships between portfolio brands, talent and customer brand positioning and customer experience design. Recent client work includes development of value proposition, positioning and messaging for a leading chain of cancer care providers and tracking the impact of marketing spend on brand key performance indicators for a new-to-the-world ecommerce brand.

### Two Smart Dogs, Marketing & Business Development, 2006 to 2008

Helped conceive and launch Internet marketplace connecting people who take classes for fun with local class providers. Identified and recruited potential advertisers and developed strategy for driving class provider and consumer adoption. Negotiated advertising and sponsorship agreements with Avery Dennison and Whole Foods Create and piloted "Learn by Doing" live events to drive customer acquisition for top tier providers.

**Prophet Brand Strategy, Partner / Managing Partner, SF, 2001-2006**

Global consultancy specializing in branding, marketing, innovation, and design

**Illuminations, SVP E-commerce & Catalog, 1999-2001**

Multichannel home décor specialty retailer

**Accenture/Andersen Consulting, Associate Partner, Retail Strategy, 1992-1999**

Global management consulting leader

**Swander, Pace & Co., Principal, 1991-92**

Boutique consumer goods strategy consulting firm acquired by Kurt Salmon Associates

**Patagonia, Director of Corporate Strategy, 1990-91**

Iconic multichannel brand and specialty apparel retailer

**The Boston Consulting Group, Manager, 1983-90**

Leading global corporate strategy/management consulting firm

**START-UP ADVISORY & BOARD ROLES**

**Sasa Designs by the Deaf**

Board member for non-profit providing job skills and secure income to deaf women in Kenya; acquired by Greater Good in late 2015

**3VR**

Advisor to provider of video-based intelligence for real-time customer insights to improve the customer experience

**Netconversions**

Advisor to web-based solution for driving ecommerce site conversion; sold to aQuantive

**QuickDog**

Advisor to innovative AI-based product preference matching solution; implemented by Lands' End

**FirstRegistry/Cloudpop**

Advisor to provider of Private-Label Gift Registry and Wishlist solutions for online and click-and-mortar retailers

**EDUCATION**

University of Michigan, Ann Arbor, Master of Public Policy

University of California, Davis, Bachelor of Arts

Universidad Nacional Autónoma de México, Mexico City