

## BETH LARSON

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### EXPERIENCE

#### In2ition

Forest Lake, MN

01/07 – present *Partner, Co-founder*

- Provide market research consulting and other market research services to medical device firms.

#### Guidant Corporation

St. Paul, MN

07/06 – Present *Product Manager, POA*

- Led cross-marketing team of eighteen product managers to plan and execute the Q3 2006 POA meeting and Champions Training
- Recommended agenda and gained alignment with sales and marketing leadership
- Enhanced workshop development process with peer reviews and dry-runs to drive timely completion and ensure alignment and quality

01/05 – 07/06 *Product Manager, Arrhythmia Marketing*

- Created the marketing plan for the brady product line by identifying market position, communication channels, marketing programs and marketing messages
- Developed POA workshops and sales incentive programs to drive revenue of the Brady franchise
- Managed the launch of VITALITY HE by identifying the product positioning, developing selling messages and setting pricing

03/04 – 01/05 *Senior Analyst, Customer Understanding*

- Analyzed market trends and customer needs to drive strategic planning with senior executives
- Led customer strategy efforts for targeted product launches across all therapy areas and built partnerships with sales to integrate the targeting process into a sales planning tool

08/02 – 03/04 *Senior Analyst, Market Research*

- Developed and communicated customer strategy recommendations for product/therapy teams and senior management by designing, executing, and analyzing physician and product data
- Managed research projects by selecting suppliers, designing study methodologies, and overseeing data collection and analysis
- Performed data analysis on physician purchase behavior, product preferences, and manufacturer performance to develop and guide customer strategy

08/03 – Present *Guidant Heart of Summer 5k & 10k, Event Manager*

- Developed marketing strategy by designing, executing and analyzing market research
- Created a public relations plan that established Guidant as a leader in women's heart health initiatives
- Built partnerships with local heart center administrators through the development of training clinics for 600+ women at risk for heart disease

#### General Mills Inc.

Minneapolis, MN

05/01-08/01 *Consumer Insights Intern, Big G Division*

- Developed marketing strategy recommendations for brand teams and senior management by setting up and analyzing focus groups and by designing, executing, and analyzing quantitative market research
- Recommended advertising strategy to brand teams by designing and analyzing communication checks

#### Bell & Howell

Chicago, IL

08/96-08/00 *Marketing Consultant*

- Managed a \$25M Internal Revenue Service project to integrate new IT technology across 10 locations
- Worked with sales representatives to identify market trends and identify new business opportunities

### EDUCATION

#### University of Wisconsin - Madison

Madison, WI

Masters of Business Administration, **Marketing Research - A.C. Nielsen Center**, May 2002

Wisconsin Distinguished Graduate Fellowship Recipient, G.P.A. 3.9/4.0

#### University of Wisconsin - Eau Claire

Eau Claire, WI

Bachelor of Business Administration, **Marketing**, May 1996

Academic Excellence Scholarship, 1992-1996