SAGE BAKER

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Experienced research and strategy consultant cultivating client-partner relationships to build stronger, more attune and effective brands. Areas of expertise: Strategic Planning, Market Research, Branding and Advertising.

EDUCATION

MAY 1996
M.F.A, CREATIVE WRITING (POETRY CONCENTRATION), TEXAS STATE UNIVERSITY

JUNE 1991
B.A., ENGLISH, SANTA CLARA UNIVERSITY
1990-1991 Served as Associate Editor of the university literary magazine, *Santa Clara Review.*
1989-1990 Editorial Staff of *Santa Clara Review*

EXPERIENCE

OCTOBER 2007 – PRESENT
OWNER + PRINCIPAL, SAGE BAKER CONSULTING

Consulting partner designing and executing qualitative research and limited quantitative research for clients of all sizes operating across various industries and categories. Specializing in designing and fielding research to drive business results including creative development/testing, product development, marketing and communications, positioning, and overall brand strategy. Clients include Dell, Starbucks, Orvis, Whole Foods, The Harry Ransom Center, The Blanton Museum of Art, Olly, Rambler Sparkling Water, and Tecovas among others.

JANUARY 2006 – OCTOBER 2007
MANAGER – LIBRARY AND SECONDARY RESEARCH, GSD&M

Developed and managed GSD&M's secondary research group which served all agency departments and agency clients. Managed and negotiated all secondary and syndicated research contracts. The group oversaw and produced all efforts where the agency's considerable research resources could be leveraged to help inform strategy and generate actionable insights for our clients' businesses. Efforts included SWAT analysis as well as application of consumer trends to inform strategy and/or marketing and communications.

MARCH 1997 – DECEMBER 2005

STRATEGIC PLANNER + INFORMATION SPECIALIST, GSD&M

Strategic planner assigned to and supporting various agency accounts such as AT&T, Southwest Airlines, Chili's, Walmart, AARP, United Healthcare and BMW, among others. As a planner was responsible for consumer and category insights to inform strategy and drive the business. In 2001-2002 created a new role within the agency specializing in secondary research to support strategic planning, all other agency departments, and clients directly.

AUGUST 1995 – JUNE 1996

TEACHING ASSISTANT – ENGLISH DEPARTMENT, TEXAS STATE UNIVERSITY

Instructed and lead two sections of English 1310 (Fall semester) and two sections of English 1320 (Spring semester).

SKILLS

- Leadership and mentorship
- Strategic and creative thinking
- Design and execution of primary research that yields learning to inform strategic decisions and achieve business objectives
- Facilitation and moderation supporting strategy and market research (virtual and in-person focus groups and IDI's, ethnography, various online methodologies)
- Design, manage and field multi-phase and multi-country primary research
- Design and facilitate ideation sessions, strategic planning meetings and other workshops
- Collaborative, Curious, Consistent
- Analysis and synthesis of research data and learning (primary and secondary) into actionable insights

ACTIVITIES

2020 to Present – Active Member and Volunteer with The Assistance League of Austin
Member QRCA