

Janet Rose, PhD

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Entrepreneurial & Agency Business Leadership
Brand, Market & Advertising Strategy

FCB Foote, Cone & Belding/Chicago (Draftfcb)/Interpublic (May 2012 – Present) SVP Group Director Strategic Planning

- Global Capabilities
- Thought Leadership
- Global Retail Strategy
- Global Insights
- Business Development
- Retail Executive Leadership Team
- Coca-Cola, MilkPEP
- Brown-Forman, Paccar
- USPS, FDA, Paccar

Saatchi & Saatchi X, NWA/Publicis – January 2010 – April 2012, VP Director of Strategy

- Global Strategy Board
- Shopper Marketing
- Activation & Response
- Saatchi & Saatchi Leadership Immersion
- New Initiatives
- Publicis/Starcom Resources
- P&G
- Walmart
- Treasury Wine

McCann-Erickson, NYC/Interpublic (2005-2009) SVP Group Director Strategic Planning/Consultant

- Advertising Strategy
- Advertising Research
- Brand & Market Strategy
- New Business
- Market Research
- Retail Immersion
- Kohl's
- GSK
- Staples

The Rose Group, LLC, Kansas City (1994 – Present) - Founder/CEO

- Brand & Market Strategy
- Business Growth
- New Products
- Intellectual Property
- Consumer Insights & Trends
- Market Research
- Birch Telecom
- VF Corp, Payless ShoeSource
- Sonic Drive-In, ERA/Cendant
- Financial/Insurance/Healthcare
- Transportation, Government

HeadLab, Co-Founder (2000-2002) – Digital/Social Market Research. Rose-Kemper, Co-Founder (2005-2006).

FlaspohlerRose Market Research (1987-1994), Co-Founder, President. Market Research & Strategy.

- Full-Service Market research
- Custom Market Strategy
- Advertising Testing
- Market Opportunity
- Business Leadership
- Corporate Branding
- Consumer & B2B Insights
- Financial/Insurance/Healthcare
- Advertising Agency Consultancy

Desert Spa Skin Care, Kansas City & NYC, CMO (1985-1988) – Brand, Market & Investor Strategy

Barkley, Kansas City, Account Leadership, Public Relations. 1982-85. Consultant, 1987-2005. VP Strategy – 2009. Smith & Associates, Los Angeles. Creative & Account Leadership, 1980-1982. KAKE-TV/ABC, KTWU-TV/PBS, Kansas Arts Commission. *Warrensburg Star-Journal, Fulton Daily Sun Gazette, Hutchinson News / Harris News.*

Awards/Grants:

2 Gold Effies, 15+ Team Effies, 30+ Team Addy's, NEA, NEH

Academic:

PhD, American Studies, University of Kansas (2001)
 Gabriel Prize Nominee
 Harvard Business School Executive Education – Program on Negotiation (2006)
 University of Chicago Executive Education – Strategic Marketing (1987)

Academic / Teaching (1998-2005, 2009)

UMKC – Advertising, American Studies (2000-2005, 2009)
 University of Kansas – American Studies (1998-2002)
 Guest Lecture/Visiting Professor – University of Florida, Ohio State University, Texas A&M

- Course Development & Teaching: Grad/Undergrad
 - Advertising
 - American Studies
 - Consumer Culture
 - Consumer Culture, Visual Culture
- Large Lecture – Supervise 5 GTA's
- Associate Director/American Studies, UMKC:
 - Department Development
 - Marketing & Academic Branding
- Dean's Advisory, UMKC
- International Women in Business – Advisor

Speaking / Conferences

- 4A's – IAAS Speaker (2014)
- shop.org/NRF – Speaker (2013)
- Path to Purchase Institute - Digital/Mobile/Social (2013)
- American Academy of Advertising (AAF) (2012)
- Advertising Research Federation (2011)
- Mid-America American Studies – Plenary Speaker (2006), Business History Conference (BHC) (2006)
- Association for Corporate Growth (ACG), Popular Culture Association (PCA) (2005)
- International Anthropology – Sweden (2004)
- American Studies Association (ASA) (1998-2004)

TV/Film/Video/Print

- 100+ TV/Video Documentaries & Programs
- Independent Film - "Slam: Poetry," Fiesta Mexicana"
- TV Series Development - Producer/Director:
 - Statehouse
 - "Unclassified"
- *Digiday, Campaign Asia & various industry*
- *Shopper Marketing Magazine*
- *CNN, Wall Street Journal*
- *Kansas City Star, Kansas City Business Journal*
- *Review – Arts & Culture*

Reviews: *Journal of American Studies, Harvard Business History Review*

Boards:

4646 Broadway (2009-2012), *Review Arts & Culture Magazine* (2000-2006)
 The Rose Group (1994-Present), FlaspohlerRose (1984-Present) Kansas City Ballet (1985-1987)

Personal:

English, French, Spanish. Travel/Work/Study: Italy, France, England, Sweden, Denmark.
 Passions: Music, Art, Architecture & Design
 Daughter, Age 26