



MoStrategy

Maureen Craig, Consumer Insights & Brand Strategy

Maureen helps organizations leverage the power of branding to accelerate growth. A brand strategist with over 20 years of experience, she brings a rigorous, creative approach to research and problem solving.

Her work spans three disciplines:

- Customer Understanding (in-depth research, discovery labs, meta-analysis, etc.)
- Strategic Development (brand mission, values, goals, customer experience development, marketing & communication strategy)
- Innovation (experience design, brainstorming, facilitation, systems thinking)

Maureen works both internationally and domestically. Her experience includes:

Media & Technology: ABC, CNN, Cisco, Comcast, DIRECTV, Disney, Gateway, Kajeet, Knight Ridder, Logitech, Mitsubishi Consumer Electronics, Motorola, NBC, Playboy, Rock the Vote, Sprout Network, Tribe.com, USA Network, Warner Brothers and WHY?.

Tourism, Culture, & Community; Adventure Aquarium, Asiana Airlines, Australian National Tourist Commission, Big Brothers/Big Sisters of America, The Franklin Institute, Free Library of Philadelphia, Greater Philadelphia Cultural Alliance, Greater Philadelphia Tourism Marketing Corporation, Lancaster County Chamber of Commerce, Mann Center for Performing Arts, Opera Co. of Philadelphia, Outrigger Hotels & Resorts, Pennsylvania Department of Tourism and Economic Development, The Philadelphia Foundation and The Philadelphia Zoo.

Other: Advanta, Albertson's Supermarkets, Arco, Blue Cross, Cadillac, eBags.com, Franklin Templeton Mutual Funds, Gore-Tex, Honda, K-Swiss, LVMH, Neutrogena, Pennsylvania Higher Education Assistance Agency, Ringling Brothers Barnum & Bailey Circus, SEI Wealth Network, SEPTA, Tom's of Maine, Tween Brands, U. Penn Healthcare System and Winston Tire Stores.

A Phi Beta Kappa graduate of Wesleyan University, Maureen has a bachelor of arts in modern European history. She is an avid traveler and a decent cook. A native of Los Angeles, she now lives in Medford, New Jersey (yes, New Jersey. Exit 5, thank-you-very-much) with her husband and four kids.