

# Christine Shields Kann

A dynamic marketing professional with broad-based experience and a track record of successful new product launches. Special areas of expertise are: brand strategy and positioning, qualitative research, new product development processes and implementation.

## Education

**University of Wisconsin-Madison, BBA (1985), MBA (1986)**

- ◆ Outstanding BBA Award, 1985

## Career Path

**Jockey International, Inc., 1987-1993**

Director of Merchandising-Hosiery

- ◆ Managed national new product launch of Jockey For Her Hosiery. Supervised introduction of two new lines per year.
- ◆ Participated in key account presentations and conducted all sales training on product line.

**IN-SINK-ERATOR, div. of Emerson Electric, 1994-1997**

Product Manager-Hot Water Dispensers

- ◆ Led cross-functional team in managing launch of first new product under Steamin' Hot brand in ten years.
- ◆ Conducted extensive consumer research in support of product design, packaging, and advertising.
- ◆ Involved in design and implementation of new product development process.

**Johnson Outdoor, 1997**

Fishing and Marine Division

Product Manager-Mitchell and Johnson Brands

- ◆ Implemented launch of fishing reels with supporting advertising and promotions.
- ◆ Coordinated consumer research in all reel categories for new product development purposes.

## Organizational Involvement

**UW-Madison Alumni Club of Racine, 1987 to present.** Helped to restart club in Racine in 1987. Has held positions of President, Corporate Fundraising Chair, and Founders Day Co-Chair.

**Wisconsin Alumni Association, Board of Directors.** Has served on Branding and Membership committees. Member of Badger Action Network.

**National Association of Women Business Owners, 1998 to present.**  
Finishing third year as president of Racine/Kenosha Chapter.

**Additional Recognitions**

**Wisconsin Alumni Association, Sparkplug Award, 1993**

***Racine Journal Times, 30 Under 40***

**Article published in QRCA Views, premier issue, October 2002, "Parent Moderators Work Things Out"**

**Speaker at 2002 QRCA Conference, Oct. 2002, Toronto, Canda. Hands on Workshop: Parenting for Qualitative Research Consultants**



5620 River Hills Road, Racine, WI **Phone** (262) 681-7355 **Fax** (262) 681-7356 [CSKMKTG@aol.com](mailto:CSKMKTG@aol.com)