Contact

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Top Skills

Customer Insight
Management Consulting
Market Research

Languages

Inglês (Native or Bilingual)
Português (Native or Bilingual)
Espanhol (Full Professional)

Juliana Acquarone da Rocha

Consumer Insights Senior Executive | General Manager at Mercado Sênior | MBA Professor at ESPM
São Paulo, São Paulo, Brazil

Summary

Senior executive with 20+ years of experience in market and consumer behavior research, progressing from analyst to general manager in leading market research multinational companies.
Recent leadership in the emerging fields of behavioral sciences and longevity market.
Entrepreneurial profile with adaptability to different work environments, having succeeded in diverse roles such as corporate executive, independent strategic consultant, MBA professor and academic researcher.

Experience

Mercado Sênior Consultoria
Founder and General Manager
March 2016 - Present
São Paulo Area, Brazil

Mercado Sênior is a Brazilian Consulting Firm providing knowledge, insights and marketing strategy development for companies targeting the senior consumer in various industry sectors.

ESPM
MBA Professor
February 2015 - Present

MBA professor in the subjects of Longevity Market and Consumer Insights.

Nielsen
1 year 2 months

Consumer Neuroscience Country Lead
April 2014 - July 2015 (1 year 4 months)

Nielsen Consumer Neuroscience division head, responsible for its business plan and market launch in Brazil.

Acting General Manager

June 2014 - October 2014 (5 months)

Interim leadership of Nielsen's Brazilian subsidiary during the local leadership transition period of June-Oct 2014.

The Nielsen Company

6 years 6 months

Vice President | Office Manager – Innovation Practice (BASES)

April 2011 - April 2014 (3 years 1 month)

Responsible for the P&L, team and business development. Implemented a client expansion strategy which led to a 2 digit-growth in revenue and profit.

Director | Office Manager - Nielsen Consumer Research

May 2009 - March 2011 (1 year 11 months)

Responsible for the P&L, team and business management. Developed a portfolio specialization strategy to revert the negative results trend of the division, reganing revenue growth and profitability.

Group Account Director - Innovation Practice (BASES)

November 2007 - December 2009 (2 years 2 months)

Acting as a trusted advisor for major CPG clients, supporting their innovation and NPD processes. Accountability for key accounts' revenue and profitability, research project management and analytical team development.

Ipsos ASI

Group Account Director

March 2006 - December 2007 (1 year 10 months)

Key account management, supporting clients to develop winning communication strategies, with full accountability for brand-equity and copy-testing research projects.

LatinPanel (Kantar)

Key Account Manager

March 2002 - March 2006 (4 years 1 month)

Management of key CPG accounts, building and maintaining relationship with marketing and market research counterparts, delivering high standard analytical insights through consumer panel data on a regular basis and supporting their branding and execution strategies.

Carrefour

Market Research Manager

March 2001 - February 2002 (1 year)

Management of market research projects mainly focused on pricing and assortment. Development of Category Management projects in partnership with major CPG manufacturers for Carrefour's supermarket division (Champion).

Indicator (GfK)
Account Executive
March 1999 - March 2001 (2 years 1 month)

Responsibility for the servicing of key accounts in the CPG industry, including analysis of retail panel data, commercial management of contracts and sales of new services.

Nielsen
Account Executive
March 1997 - March 1999 (2 years 1 month)

Development of research reports based on retail audit data, with full responsibility for the analytical process and delivery of results to marketing and market research clients in major CPG accounts.

Education

Escola Superior de Propaganda e Marketing
Master's degree, Communication and Consumption Sciences · (2016 - 2017)

FIA - Fundação Instituto de Administração
MBA, Business Administration and Management, General · (2004 - 2005)

Fundação Getúlio Vargas
Specialization, Business Statistics · (2002 - 2002)

ESPM Escola Superior de Propaganda e Marketing
Bachelor's degree, Marketing · (1993 - 1997)