



CREATING BREAKTHROUGHS LLC

B U S I N E S S S T R A T E G I S T S

Earnestine Benford is the owner of Creating Breakthroughs LLC, a marketing management and research consultancy dedicated to equipping organizations with the ability to solve challenging consumer-centric questions that drive growth.

She is a global B2C/B2B consumer marketer coupled with extensive market research experience. During her 25-year career she has held senior level strategic roles in Fortune 100 companies e.g. The Coca Cola Company, Sara Lee Corporation and Disney Consumer Products. Additionally she has consulted with Population Service International -Kenya and Fleury Michon, France.

Core competencies include: Consumer Trends, Online Qualitative/Quantitative research studies, Millennial Consumer Segmentation and CX Strategies.

She was trained as a focus group moderator at Burke Institute. She has vast experience in developing and implementing national/local studies that lead to sound strategic direction with specific actionable results.

Earnestine received her BA from Smith College, Northampton MA and her MBA in Finance from Washington University, St. Louis MO

She is active in key organizations within the St. Louis area.



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