



JENNIFER BUCHWALD

Senior Consultant
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VCARD

Jennifer has been helping companies make better decisions through strategic insights and competitive intelligence for more than 15 years. With a formal education in philosophy and experience working in a broad set of industries, Jennifer brings a holistic understanding of business challenges and forward-looking observations to a diverse set of clients.

Jennifer began her career fielding market research studies for clients in the Consumer Packaged Goods space before joining one of the largest grocery chains in the United States performing location intelligence and site analysis for their real estate division. After a period providing competitive intelligence services for a Fortune 100 infrastructure technology company, she joined a boutique firm offering strategic advice for clients in a variety of industries.

FUNCTION & SPECIALIZATION

- Market research and data analysis
- Competitive intelligence
- Retail location intelligence and site analysis
- Strategy consulting

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Nielson
- Kroger
- Dell
- Cipher

EDUCATION, LICENSES & CERTIFICATIONS

- B.A., Philosophy, Northern Kentucky University
- MBA, Northern Kentucky University

PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Member Strategic and Competitive Intelligence Professionals