

News

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FOR IMMEDIATE RELEASE
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Scherzinger Joins The Strategy Group™ as Director of Innovation and Insight

Norfolk, VA – The Strategy Group™ (TSG) today announced that Amy Scherzinger has joined its team as Director of Innovation and Insight. In this role, Ms. Scherzinger will lead market intelligence, research, product development and innovation initiatives across the firm's portfolio of services, and will work with the company's consulting team to deliver expertise to TSG clients in consumer marketing, brand strategy and new product development initiatives.

Prior to joining The Strategy Group Scherzinger was the Director of Marketing Strategy and Consumer Insight for University Hospitals in Cleveland where she led the system's re-positioning and re-branding initiative. Previously Scherzinger managed business market research initiatives for Proctor & Gamble Company where she was an associate manager for Pampers Brand Futures, which is the brand's research and innovation division. She then joined NESTLÉ USA's Prepared Foods Division where she was the market research manager for the Stouffer's brand. There she co-led a restaging of one of the \$1 billion brand's sub-brands which resulted in a 30% increase in sales for that sub-brand. Subsequently she moved to NESTLÉ's Insight and Innovations group, where she led a five-person team in the design, development and implementation of innovation strategy and tools, including product modeling, new business platform development and new product development.

Scherzinger graduated from the University of Michigan with a Bachelor of Arts in communications, secondary education, and English; and from John Carroll University in Ohio with a Master of Arts in counseling psychology. She will be based in Cleveland, Ohio.

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The Strategy Group is a national management consultancy specializing in competitive strategy and value innovation in the health industry. TSG is headquartered in Norfolk, Virginia.