



ANNE STEPHENSON

"I live at the intersection of understanding people and analyzing data with a strategic lens to see what needs to happen to move a brand forward."

Anne Stephenson, Founding Partner of Explorer Research, is a behavioral science shopping insights expert helping clients develop and launch effective retail strategies grounded in shopper behavior. With **over 30 years of marketing and research experience with packaged goods, retail, pharmaceutical** and more, she captures and translates shopper behavior to help brands create winning campaigns and experience great business impact.

Anne has developed many innovative behavioral research approaches and is a frequent speaker and author on shopper marketing and behavioral science topics. She has a natural curiosity about how humans behave and real-life applications of rigorous behavioral science.

AREAS OF EXPERTISE

Heuristics:
The Key to
Understanding
Shopper Behavior

Biometric
Measurements
and the Science of
Emotion

Behavioral Science
and the
Non-Conscious Mind
of the Shopper

Using Eye
Tracking to
Trigger Buying
Behavior

The Future
of Impulse Buying

Using Virtual
Reality to Create
New Retail
Experiences

KEY CLIENTS



HONORS & AWARDS



Innovative Qualitative
Research Finalist 2021



Best Integration of Research
Tools & Techniques 2017



Path to Purchase
Faculty Status

PREVIOUS SPEAKING ENGAGEMENTS

- Quirks: Better Behavioral Research, Better In-market results
- ILEX Behavior: New Behaviors and the future of in-store impulse
- [ILEX Behavior: Keeping it Real - Getting more Predictive Research Results](#)
- Shopper Insights & Retail Activation International: Virtual reality with Eye Tracking Step into the Future
- Path to Purchase: Seasonal Section Reinvention, Combining shopper behavior with attitudes
- Path to Purchase: Aisle Reinvention- Using a behavioral science approach to drive sales
- [Disrupting and Innovating with Respondent Experience, Technology and Data Collection: What Retailers can Learn from VR and Eye Tracking Technologies](#)
- Shopper Brain Conference: Say vs Feel using Facial Coding to Uncover Emotions
- [Shopper Marketing Forum: Taking Shopper Insight to the Next Level with VR and Eye Tracking](#)
- [Shopper Brain Conference: Co-presentation with Hershey's Shopper Insights Lead, Kamal Sharma on facial coding to bridge the gap between what shoppers say and how they feel](#)
- Queen's University Business Environment Today: How to innovate like an entrepreneur in a big corporation.
- University of Toronto Guest Lecturer
- McGill University Guest Behavioral Science Lecturer
- [Podcast Interview - Ponderings from the Perch: What Defines Best in Class in the Shopping World?](#)



WANT ANNE TO SPEAK AT YOUR NEXT EVENT?

Contact