



CHRIS WHITAKER

"We all have access to data but the question is – what do I do with it? And that's where the use of the technology and the use of the experience comes to bear."

Chris Whitaker is a behavioral shopping insights operations expert. His 30+ years of experience includes a focus on sales and research, consumer packaged goods, pharmaceuticals, financial services and B2B industries.

At Explorer Research, **Chris leads the industry's premier Shopper Labs in Chicago and Toronto.** These state-of-the-art facilities are designed to deliver unparalleled real-life equivalent shopping insights using VR, eye tracking, AI, AR, facial coding, heat mapping technologies and more.

Having worked both sides of the research ecosystem as an end-client researcher and now as a research provider, **Chris understands the rigors of balancing marketing and communications with market research project management and effective insight storytelling.** He uses his passion and expertise to drive better business decisions and help clients use data for business impact.

AREAS OF EXPERTISE

Marketing
Research and
Behavioral Science
Best Practices

Storytelling for
Deeper Brand
Impact

Data Rich, Insights
Poor: The Dangers
of DIY Research

Shopper Insights
Technologies

KEY CLIENTS



Unilever

Google

Kellogg's



PEPSICO

HELD SENIOR-LEVEL POSITIONS AT



OSL



PREVIOUS SPEAKING ENGAGEMENT

[The Insights Association Paradigm Shift: Better Behavior Predictions Through Better Testing](#)



WANT CHRIS TO SPEAK AT YOUR NEXT EVENT?

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