



CHRIS KUENNE

Chris has devoted his entire 32-year career to growing new and existing businesses as a corporate manager, consultant, entrepreneur, professor and now best selling co-author. Much of Chris' professional success centers on a singular curiosity about the underlying motivations of people and how best to translate those insights into commercial value.

Early in his career Chris applied this curiosity as the marketing director of the Band Aid brand to reposition and restructure the product line. Chris was the marketer who introduced characters on Band-Aids for young children, more durable strips for active adults and adding ointments and gels to improve the healing process for those concerned about scarring. This work reversed years of market share loss and deteriorating profitability, earning him the promotion to run Johnson & Johnson's largest brand at the time, TYLENOL. It also became the basis for the idea of personality-based segmentation that became the basis for launching Rosetta, the marketing services firm he founded and grew to be the largest privately held digital firm in the world, before the Publicis Groupe purchased it for a record \$575M.

Chris now devotes his time to applying the various techniques he has pioneered to teaching budding entrepreneurial students at Princeton University, co-investing in consumer-centric companies with leading private equity firms through his firm, Rosemark Capital and speaking to audiences about the central role personality plays in building, growing and scaling businesses.

The 'general theory' that underpins all of Chris' work is a technique that he and his Rosetta team developed and patented called Personality-based clustering. This technique isolates the underlying beliefs and preferences that drive a person's behavior within a specific context. Whether that context is a commercial one in which a business seeks to understand which consumers select and use a given brand of cell phones, or credit cards, pain relievers or any other consumer product and why they do so. With these insights about the drivers of consumer choice in hand, Chris and his teams have helped to optimize the product and personalize the marketing in order to significantly accelerate revenue growth and thereby the value of the enterprise. At a higher-level context, Chris and his co-author, John Danner, have used this same personality-based modeling technique to understand how the beliefs and preferences of entrepreneurial business builders define the builder's personality and in turn how one's personality explicitly shapes the growth path of his or her company.

Chris is a dynamic speaker who consistently receives the highest marks for his content-rich insights that audiences consistently report are actionable the moment they return to their office. Some have described him as having the passion and finesse of a grandmaster as he shares specific and proven approaches to accelerating growth from the perspective of a marketer, entrepreneurial founder or investor.