

Kaitlin Wolcott, MBA
Senior Consultant



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Professional Summary

Kaitlin Wolcott is a Senior Consultant in the Strategic Advisory Healthcare Consulting practice. She has experience advising large health systems on ambulatory strategy, organizational strategy and partnerships. Prior to joining Navigant, Kaitlin worked in sales in marketing consulting where she developed a patient research approach for health systems which included focus groups, an online survey and attitudinal segmentation analysis. This research gave providers a new way to think about how consumers in their market make healthcare decisions. She also has extensive experience conducting market research and benchmarking studies for major consumer products companies and retailers. Kaitlin received a Master's in Business Administration from Northwestern's Kellogg School of Management and has a Bachelor of Arts in Psychology from Cornell University.

Areas of Expertise

- **Online Survey Research:** Develops extensive surveys for consumers and patients; leverages data to form customer segmentation and identify market opportunities
- **Qualitative research:** Conducts focus groups, one on one interviews, eye tracking studies and ethnographic research for numerous major food companies and health systems
- **Benchmarking:** Analyzes qualitative interviews and survey feedback from a client's customers in order to benchmark their performance relative to competitors

Relevant Experience

Benchmarking

- Led consumer product and retail industry benchmarking study

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- Developed surveys for retail customers of a major consumer goods manufacturer; analyzed and presented findings to Chief Customer Officer to help company redefine their customer strategy

Online Survey Research

- Developed consumer research approach for healthcare providers including market segmentation and patient path-to-purchase
- Measured brand power of a major children's hospital vs. other local competitors through a conjoint analysis

Qualitative Research

- Conducted focus groups for health systems on how patients choose primary care providers and surgeons; research also included discussion around factors that are most important to patients when choosing a health system

Thought Leadership

- Kantar Retail 2013 PoweRanking – Led development of industry study where consumer products manufacturers and retailers rank one another on 10 key metrics

Work History

Senior Consultant, Navigant	2018 – Present
Manger of Business Analytics, Cadent Consulting Group	2014 – 2016
Research Analyst, Kantar Retail	2012 – 2014

Education

Bachelor of Arts, Psychology	Cornell University
Master of Business Administration, Finance	Kellogg School of Management, Northwestern University