



**Autumn Dawn McDonald**  
*Director, Consumer Insight & Strategy*  
**Kraft Foods**

**Autumn Dawn McDonald**, Director, Consumer Insight & Strategy, is responsible for leading Kraft Foods' In Market Testing for Growth organization, and providing competitive advantage by testing products, strategies, and programs in market prior to full scale expansion.

Born in Corpus Christi, Texas, Autumn joined Kraft 2 years ago. During that time she has overseen in market testing that has touched each of Kraft's Business Units and more than 15 retailers. Autumn also spent a period of time leading research for the company's Immediate Consumption team as well.

Prior to joining Kraft, Autumn spent 2 years at Colgate Palmolive, leading Oral Care Shopper Marketing. Her time at Colgate Palmolive was preceded by nearly a decade with Procter & Gamble, where she led research teams in P&G's Snacks and Beverages Division, Multi-Cultural Business Development Organization, Shopper Understanding Organization, and the National Customers Organization. Autumn has extensive multi-cultural research expertise, having overseen 300+ studies targeting the Hispanic and African American markets.

Autumn earned her Degrees in 1) Mathematics, and 2) Spanish from the University of Texas at Austin. In addition to her work in consumer packaged goods, Autumn was the owner of AD Dance LLC, a performing member multiple dance companies, and has sat on the Boards of various non-profit organizations.

**MONDAY, August 9, 4:15 p.m.**  
**Consumer Insights Track – Concurrent Session 3C**  
*Leveraging In-Market Testing to Make Smarter Choices & Ensure Greater ROI*

