



**Pasadena City College  
Small Business  
Development Center**

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Small Business  
Development Centers  
*Los Angeles Regional Network*

## JENNIFER HANSON

### Business Advisor

#### Pasadena City College SBDC

Jennifer Hanson is driven by a love of innovation and a distinct passion for changing the way businesses view their consumers to improve brand growth. She's spent her entire career identifying growth opportunities and developing ideas that others miss by questioning the status quo, pushing the boundaries and reinventing commoditized innovation research practices and techniques while maintaining quality and operational excellence.

Her passionate beliefs, as well as her frustrations with the decreasing quality of traditional research methods, led her to develop a proprietary technology system called *realsight*®, grounded in Quantitative Anthropology. Her insight generation process has proven to be one of the first, and most effective, post cognitive research approaches, that translates qualitative consumer observations to quantitative metrics using proprietary algorithms and processes built from over 8 years of experience with Quantitative Anthropology combined with 20 years of Marketing Research & Analytics experience. This method has proven to be more accurate and reliable than traditional research methods by allowing brands to tap into the contextual environment – the primary reason for consumer decisions that is missing from all other research methods – to discover opportunities and ideas to innovate and renovate brands by putting consumers at the center of their business decisions.

As a result of her work, the *realsight*® system was named a finalist in the prestigious 2009 Edison Best New Product Awards™. These awards are among the most elite accolades honoring excellence in new product development, marketing, and innovation. Recognized as a pioneer in her industry, Jen was named a finalist for the Connecticut Technology Council's Women of Innovation Award in the Entrepreneurial Innovation and Leadership category in 2009.

Jen is regarded as an industry thought leader, both in marketing innovation and insights, and actively works with start-ups and small businesses to better connect with their consumer and provide sustainable competitive advantages in her role at the Small Business Development Center at Pasadena City College. She is also training the next generation of business leaders, as an Adjunct Professor at Pasadena City College and better aligning the business curriculum with industry needs as one of the primary Career Technical Education program architects.

Before working at Pasadena City College, Jen held positions leading innovation strategies and solutions for Kraft Foods, PepsiCo and Diageo. She began her career as a consultant for marketing companies working in the consumer goods, financial services and health care industries. She earned an MBA in Marketing and Management from New York University Stern School of Business, a Master's in Education at the University of Southern California, and a bachelor's degree in Statistics from Mount Holyoke College.



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