



# HAWKEYE CONSULTING



Marketing Strategy  
Market Research  
Voice of Customer

**Delivering Market Intelligence and Strategic Planning to  
DRIVE BUSINESS GROWTH!**



## MARKET RESEARCH and STRATEGY

*Partnering with business leaders to propel strategic decision-making and expedite speed to market!*

### KEY INDUSTRIES

- ◇ IoT Products and Services
- ◇ Building Automation
- ◇ Lighting
- ◇ Mergers & Acquisitions
- ◇ Building Materials
- ◇ Electronics
- ◇ Electrical



## Marketing Expertise at Work for You!

### WHO WE ARE

Hawkeye Consulting LLC is a market research and business strategy consulting firm focused on providing business leaders with market intelligence and voice of customer (VoC) insights needed to develop and execute actionable strategic plans. We work with our clients to ensure they mirror the voices of their customers, are equipped with the data to make informed decisions and apply investment dollars based on sound intelligence.

### CLIENTS and APPROACH

Our clients are primarily small to mid-sized businesses in B2B industries. While their size allows them to be flexible to changing market needs, they operate on lean budgets for new products and marketing projects. Our clients typically have minimal internal resources to focus on and conduct thorough market research, as well as to develop winning go-to-market strategies. In addition, we perform commercial due diligence for financial firms (Private Equity, Venture Capital, Merger & Acquisitions). Hawkeye Consulting is certified by the United States Small Business Association as a Woman-Owned Small Business (WOSB) for government contracting and corporate diversity programs.

### MARKET RESEARCH

Off-the-shelf market research reports can provide valuable data, but it is typically “one size fits all” and does not provide a complete picture. At Hawkeye Consulting LLC, we work with our clients to understand their specific objectives, how they define success, and tailor our research to meet their needs.

- Market Assessments
- Commercial Due Diligence (M & A, Private Equity)
- Competitive Intelligence
- New Product Research
- Market Opportunity Analysis
- Customer Insights
- Market Segmentation
- Channel Analysis

## GROWTH OPPORTUNITIES

- **Enter** New Markets
- **Develop** New Products
- **Transform** Branding and Market Perception
- **Identify** New Market Opportunities
- **Invest** in Companies and Technologies
- **Create** Powerful Go-To-Market Strategies
- **Grow** Existing Customers
- **Acquire** New Customers
- **Develop** Cohesive Marketing Strategy
- **Optimize** Channels of Distribution



## VOICE OF CUSTOMER

Working on a confidential basis, we obtain customer and market feedback by going directly to the source - end-users, customers, government agencies, partners, suppliers, etc. We combine and analyze this, along with other qualitative and quantitative research, to deliver valid and market-substantiated data, information and/or recommendations.

- Professional, non-biased, 3rd party interviewing results in more honest and forthcoming feedback.
- In-Depth Interviews, Focus Groups, and Surveys
- Customer Insights and Market Perception
- Key Decision Makers, Influencers, and Approval Roadmap

## BUSINESS STRATEGY

We combine our expertise in voice of customer and market research to drive our client's business growth via a variety of marketing initiatives.

- Market Opportunity Analysis
- Go-To-Market Strategy
- Customer Journey Mapping
- Product Positioning
- Channel Strategy
- Product Portfolio Planning
- Content Development
- Product Launch Campaigns



## Ronda Luhrs, Principal and President

With over 20 years of experience working in global marketing, product management and sales roles at US and UK-based companies, Ronda carved her niche as a leader who can deliver data to drive decision-making, uncover opportunities to achieve first-to-market, displace competitors, build robust and profitable product portfolios, and position companies and brands with market-leading share. As a consultant, she has worked to ensure companies mirrored the voices of their customers, were equipped with the data to make informed decisions, and applied investment dollars based on sound intelligence.

Ronda has a diverse background in terms of industries, market segments, channels of distribution and sales structures. She has worked at and with manufacturers, distributors, transportation companies and publishing firms. For more information on Ronda's background, see her [LinkedIn profile](#).

### Education:

- ♦ MIT Sloan School of Management: "Artificial Intelligence: Implications for Business Strategy" Program
- ♦ University of Memphis: Master of Business Administration, Marketing
- ♦ University of Memphis: Bachelor of Arts, Economics



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Certifications: Small Business (SB), Woman-Owned Small Business (WOSB)

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