

Janet Winkler

Janet is the founder and president of in-sync in Ontario, Canada – an insights-driven market research consultancy. She is passionately dedicated to helping clients build brands through deep customer intimacy and as President is continually looking for ways for the organisation to find ways to lead in fresh consumer understanding and the means to translate that to action for clients brands.

Her belief, driven by experience, in the requirement for richer customer insights and the need to better enable clients to internalise insights in order to enable action has led the development of a range of services/tools.

She recently contributed to the 2008 'Ethnography in Praxis' Conference and the 2008 Manhattan's St John's University 'Fifteenth Annual International Conference on Business Ethics'.

Her deep conviction in customer intimacy as the engine for powerful brands began in brand management at Procter & Gamble, where she started her career in marketing. After 7 years at Procter & Gamble, Janet left her role as Associate Advertising Manager to start in-sync.