



Samantha J. Stead

Samantha Stead is a founding partner of Think First Serve®, a research, consulting and training company specializing in the use of creative-thinking, problem-solving and performance improvement methods to help organizations figure out new ways to grow. As a specialist in developing deep understanding of consumers and customers, Samantha helps organizations create unique competitive advantage in the marketplace.

Professional Expertise/Services

Samantha has more than 20 years' international leadership experience in designing and delivering new products and services, and as a specialist in non-traditional market research and product development. Samantha has expertise in the design and implementation of in-depth consumer insight programs that uncover the motivations and drivers of behavior, and helping organizations integrate that understanding within their work. She has extensive on-the-ground experience in using Creative Problem Solving to create significant business impact. As a past Vice President of Consumer Insight and Product Development in international business she:

- spearheaded the development and integration of cutting-edge research methods and used the insights to drive marketing and product initiatives that improved return on investment by more than 25 percent
- brought to her organization an unparalleled understanding of its customers, transforming the business mindset from product-driven to customer-centric
- designed and facilitated a new global research and development process leading to significant increases in test success rates, along with reductions in cost and development time
- facilitated the development of approaches that significantly increased bottom-line profit from customer service activities

Samantha has led in-depth consumer insight projects and consulted for a range of organizations, including a global CPG company, international wine distributor, world-top-ten orchestra and a global healthcare organization

Recent Assignments

- VP of Audience Development and internal project team to accelerate patron relationships
- Global research and development team to develop a new approach to pediatric MRI
- President and senior leadership team to develop and prioritize US strategies for global wine distributor
- Leadership team and 80 key managers of social expressions company to ensure shared understanding of strategy and leadership of that strategy on a daily basis
- Head of consumer insight and direct reports to raise their level of leadership performance in a global social expressions company.

Education and Professional Affiliations

- BA and MA Honors degrees in English language & Literature from the University of Oxford
- Qualified user: VIEW: Preferences for Problem Solving assessment
- Qualified user: Situational Outlook Questionnaire (SOQ) climate assessment
- Qualified facilitator and trainer of Creative Problem Solving version 6.1™

Contact Information

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