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**Joi Pratt**

**Senior Consultant Shopper Insights Activation**

**WSL STRATEGIC RETAIL**

Her Credo:

*“Insights should drive action, not just answer a question.”*

Joi will join WSL on January 11, 2021 as Senior Consultant, Shopper Activation. Activating

WSL’s shopper insights is a key goal for our clients, and Joi’s expertise is well suited to this

assignment. Joi will be responsible for specific clients and, like all of us, will add her expertise

to consulting projects and continuing to evolve How America Shops® .

Joi has been in insights analysis and activation roles working with mass and specialty retailers,

most recently at Lifetime Brands (distributor of licensed brand names like Kitchen Aid) and at

the NPD Group where she was responsible for the Foot Locker and Finish Line retail accounts.

She is a graduate of the University of Virginia and holds an MBA from the University of

Michigan.

Joi spends some of her free time mentoring and tutoring young people and I will let her share

those stories with you when you meet her – virtually and in person

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Joi Pratt is a Senior Consultant at WSL. Established in 1986, WSL is a global consultancy firm that helps clients anticipate and activate change through innovative shopper-led retail strategies.

Joi is responsible for activating shopper insights into shopper marketing strategies and programs that will grow sales for WSL’s clients. Her career and passion have been focused on insights analysis and activation. Joi has a proven track record for leading top CPG brands and mass and specialty retailers in the development of winning sales and marketing strategies based on data-driven actionable insights. She consults to such industries as retail, food, beverages, health, home, personal care.

Joi is a graduate of the University of Virginia and holds an MBA from the University of Michigan. Joi spends her free time with family and friends and mentoring and tutoring young adults.