

# KATRINA NOELLE

President, KNow Research  
Co-Founder, Scoot Insights

## ABOUT KATRINA

Katrina Noelle has been at the helm of the insights agency KNow Research, delivering fresh insights through custom research design for over 16 years. Her full-service, female-forward, consultancy remains on the front lines of research, with a senior-level team of boots-on-the-ground investigators delivering valuable insights to clients, with expertise in the Financial Services, Retail, Health, Fitness & Beauty industries. She is also Co-Founder of Scoot Insights, a trademarked decision-making methodology, grounded in qualitative research.

Katrina is proud to have made KNow Research a certified member of the **Women's Business Enterprise National Council (WBENC)**, as well as being a champion of women in the research community by working with the WIRE and WBENC SEP mentorship programs, helping young women successfully launch their businesses and grow in their careers.

Katrina has a Bachelor of Arts degree in Communication from Northwestern University. She received her professional training from the Burke Institute, and she is currently an active member and mentor for the Insights Association, WIRE, QRCA and ESOMAR. She is also a contributor to GRBN's recent "ENGAGE" handbook.

Katrina has spoken at numerous industry events at both larger and more intimate venues, facilitating interactive workshops and roundtables, and presenting speeches and stories from the podium.

## RECOGNITION

In 2014, Katrina was an honoree for **QRCA's Rising Star Award**. This award recognizes QRCA's newer, younger members for their leadership and significant contribution to the QRCA community. Through her work with KNow Research & Scoot Insights, Katrina has worked with over 35 Fortune 500 Companies.

*"At our Senior Leadership Retreat, Katrina led one of the highest-rated workshops. I received numerous compliments afterwards on how many new insights were delivered in only 90 minutes. Our group left feeling better-educated about this customer group, and inspired to apply this new knowledge to our operations and marketing plans. She receives the highest recommendation from us!"*

-Gina Nowicki, Crossroads Trading Company



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RESEARCH

## CONTACT

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## LINKS

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Twitter: [@kat\\_noelle](#)  
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KNow Research [Website & Blog](#)  
KNow Research [YouTube Channel](#)  
Scoot Insights [Website](#)





# Speaking Topics & Workshops

## No Customer Left Behind

Learn how to create an efficient and effective market research feedback loop within their organization.

Learn why a continual flow of insights is essential to any organization, and how to achieve success with DIY resources and resolve!

## Methodology Innovation

Build a framework for ideation, piloting, testing, and assessing the benefits and values of new approaches to methodology.

Learn how to make those sometimes-difficult decisions about which methods to move forward with, grounded in specific examples from our most recent tests.

## Create Your Own Offsite

Solopreneurs, consultants, freelancers, & small business owners miss out on a key corporate perk: the Offsite, a chance to reflect, examine, ideate, iterate, bond and set goals.

Learn how design your own solo offsite, to carve out time and creatively work on yourself and your business.

**Insight,  
delivered.**

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