

KATRINA NOELLE

President, KNow Research
Senior Growth Director, Hootology

ABOUT KATRINA

Katrina Noelle has been at the helm of the insights agency KNow Research, delivering fresh insights through custom research design since 2003. Her full-service, female-forward, consultancy remains on the front lines of research, leading a senior-level team of boots-on-the-ground investigators delivering valuable insights to clients, with expertise in the Financial Services, Retail, Media, Higher Education and Lifestyle industries. She is also Senior Growth Director at Hootology helping push the insights industry forward towards quality, AI innovation.

Katrina is proud to have made KNow Research a certified member of the Women's Business Enterprise National Council (WBENC), a California Certified Green Business and being a champion of women in the insights community, 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, WBENC, WIRE, WPO and NSBA.

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

Katrina is proud to be a champion of women in and out of the insights community. She was recently recognized as by the **Insights Association as a class of 2022 Laureate**, an **Insight250** member in 2024 and awarded the **WBEC Pacific Pinnacle Award, Enterprising Women of the Year Award** and a **Woman to KNOW** in America in 2025.

"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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LINKS

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KNow Research [Website & Blog](#)
KNow Research [YouTube Channel](#)
Scoot Insights [Website](#)



CREATE YOUR OWN OFFSITE EXPERIENCE

For solopreneurs, consultants, freelancers & small business owners who are looking to grow their businesses

KEY TAKE-AWAYS

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

You'll give yourself a refreshing and motivating pat on the back for past achievements and the tools to step into the next phase of your business with energy and purpose.

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DETAILS

This interactive roundtable discussion will start with a framework for designing your own offsite, party of one. You'll learn tools and techniques that will help you design a plan for an offsite that will result in the most actionable, freeing, centering, and refueling outcomes for you and your business.

We will discuss how to:

- **Structure your offsite intentions, agenda, location, and atmosphere**
- **Draw up a framework for your offsite, based on your goals for the year**
- **Leverage your resources to ensure your offsite is a chance to think freely, and NOT a financial burden**
- **Prepare your materials and exercises (including some exercise examples)**
- **Make a plan to fit in time for rejuvenation for your mind AND body, as well as for your business**

WHY?

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.

"As a qualitative research practitioner, I've spent 20+ years helping brands do work on themselves. I believe that solopreneurs, consultants, freelancers & small business owners deserve the same treatment.

In this discussion, I'll share the techniques researchers use to gain consumer insights and guide brands down the right path. These techniques will allow you to utilize the offsite as a means to propel yourself - and your business - forward. Give yourself the gift of a solo offsite experience!"

-Katrina Noelle, Presenter



METHODOLOGY INNOVATION: PILOTING & TESTING YOUR WAY TO SUCCESS

For client and agency-side researchers, designers, and marketers who are looking to update their approaches, stay current, grow their skills, and better serve the needs of their clients.

KEY TAKE-AWAYS

Audience members will be given 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.

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DETAILS

We will share the ins and outs of methodology innovation by sourcing ideas from your internal and external stakeholder teams, setting up pilot tests, refining approaches, and introducing them to your client base.

This discussion works well as a short presentation, or in a more interactive, roundtable setting. In either case, we will start with a framework for gathering new ideas from your team, then unpack how to use beta testing to work out the kinks, test with friendly audiences, and finally how to convince stakeholders of your approach's merit.

Using the customer decision journey (CDJ) framework, we will walk through the following steps to practice innovating your own techniques and methodologies:

- 1. Brainstorm with your team, clients, and vendors**
- 2. Pilot and test techniques with trusted partners until they are ready for prime time**
- 3. Refine your process along the way**
- 4. Decide if, when, and how to launch your approach**

WHY?

Our teams at KNow Research and Scoot Insights continually refresh our methodologies to innovate our in-person, synchronous techniques and make them compatible with our participants' (and clients'!) ever-changing world.

We offer all the traditional market research methodologies (e.g. interviews, focus groups, digital bulletin boards/ diaries, shop-alongs, and usability), as well as our own proprietary techniques (e.g. Pop-Up Insights booths and Scoot Sprints). This discussion will teach you how to create an innovative approach for your own organization!



NO CUSTOMER LEFT BEHIND: KEEPING INSIGHTS ALIVE IN YOUR ORGANIZATION

For client and agency-side researchers who are looking to update their approaches, stay current, grow their skills, and better serve the needs of their clients.

KEY TAKE-AWAYS

Audience members will learn how to create an efficient and effective customer 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!

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DETAILS

Customer research has a reputation for being lengthy, costly, and potentially overwhelming to undertake. This can leave compelling and insightful feedback out of the learning and development process entirely. By leveraging DIY tools, platforms, processes, and techniques, companies can keep customer insights alive!

This presentation will offer a realistic approach to insights gathering which any organization can implement by giving a crash course in best practices for conducting, optimizing, and utilizing customer insights in order to understand your target audiences and better serve them in the long run.

We will cover the selection of business objectives, methodologies, resources, and tools needed to run your own projects, as well as when, and how, to tap into expert support along the way.

You will learn how to:

- **Assess & maximize your internal/ existing resources**
- **Balance time and budget to find tools and practices that will work best for your organization**
- **Make in-house insights work efficient and effective**
- **Choose appropriate additional tools**

WHY?

In order to gain the richness of understanding which comes from market research, we must challenge ourselves to find ways to fit customer insights into the learning process, how to think creatively, and how to design efficient and effective methodologies.

We want to de-mystify qualitative research, and to help companies not only keep insights in the mix, but to launch their projects and choose their methods strategically so that the insights generated will take root and grow over time, keeping organizations more in-tune with their target audiences needs.



NO CUSTOMER LEFT BEHIND: DIY TIPS, TRICKS & TECHNIQUES TO KEEP THE FEEDBACK LOOP OPEN & MEET YOUR CUSTOMERS' NEEDS

KEY TAKE-AWAYS

Audience members will learn how to create an efficient and effective customer feedback loop within their organization.

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PEACE BY PIECE: A CASE STUDY

MIXED-METHOD QUALITATIVE RESEARCH AMPLIFIES A GREAT CAUSE

KEY TAKE-AWAYS

Learn how a multi-phased approach produced valuable and actionable insights, going beyond the clients' initial research question. Get inspired to include multiple audiences and methods to illuminate areas of opportunity. Quality qualitative research can improve your marketing communications strategy if you take all voices into account from the beginning

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DETAILS

This case study presents an inspiring multi-phased and mixed methodology approach our team took to 360-degree insights for socially conscious gifting brand Peace by Piece International (<https://pbpinternational.com>)

The findings provided Peace by Piece with actionable insights to guide messaging prioritization and website design, as well as powerful participant testimonials to amplify marketing materials; conveying to stakeholders and potential customers their mission is one people will get behind

BACKGROUND

KNow conducted four phases of research, including virtual interviews, an interim workshop, a Digital Pop Up Booth® and an In-Person Pop-Up Booth®. We spoke to both corporate gift purchasers and recipients to provide a well-rounded set of opportunities for the organization, uncovering how an organization like Peace by Piece could best fit corporate gift purchasers' needs and how a socially conscious gift impacts employees both professionally and personally

AUDIENCES

Our findings consisted of actionable outcomes that can be helpful for:

- Organization with intermediary and end customers/clients
- Brands with complex/multi-level messaging to communicate
- Companies needing to make data-driven changes without previous research experience or big budgets

TAKEAWAYS

- Best practices for helping nonprofits, start-ups, or brands in a pinch.
- How to embark on your own qualitative research endeavor
- How to extract hard-hitting insights and guide strategic overhauls all without breaking the bank.
- How to conduct an interim workshop and the value of connecting with stakeholders during the research process
- The value of mixed-methodology qualitative research



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ADAPTIVE QUAL

TOOLS AND APPROACHES FOR QUALITATIVE RESEARCH WHEN THINGS CHANGE

KEY TAKE-AWAYS

Learn new tools to enhance collaboration in online qualitative interviews, consider ways to enhance quantitative studies with qualitative insights, and explore deliverables that are shareable and inspiring for both internal clients and outside stakeholders.

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DETAILS

Using examples from recent projects, the team from KNow Research will demonstrate new ways to approach qualitative research when the tried-and-true won't work. Using case studies from 3 recent projects we will show how qualitative research can be adaptive and agile in data collection, application, and reporting.

BACKGROUND

Qualitative research was ripe for adaptation for many years, but change can be slow. Clients are pressed with deadlines and are wary of being the guinea pig to try new approaches. Each year KNow Research conducts pro bono research that allows us to experiment and prove new techniques that we then use with our clients.

WHY?

As we all learned in 2020, we can't always count on the old ways of conducting research. And even pre-COVID, KNow made it a company priority to always be on the look out for new approaches. Traditional methodologies still have their place but can be expensive and slow turnaround. Insights professionals need new, quick and adaptive methods that allow them to continue to learn from target audiences no matter the data collection instrument, budget and timeline.

You will learn how to:

- Adapt quickly
- Use mixed methods when needed
- Spice up your deliverables
- Engage your participants, your team and your stakeholders



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CAPTURING AUTHENTIC VOICES

OPTIMIZING RESEARCH ENGAGEMENT FOR MORE IMPACTFUL MARKETING INSIGHTS

SYNOPSIS

Our recent study uncovers how to engage Gen Z and Millennials in ways that respect their preferences and values, resulting in higher participation rates, more authentic feedback, and ultimately, more accurate consumer intelligence for your marketing initiatives.

BACKGROUND

Gen Z and Millennials increasingly drive market trends and purchasing decisions, so ensuring their robust participation in market research has become essential for informed marketing strategy. This talk reveals how to engage these demographic groups in ways that respect their preferences and values, resulting in higher participation rates, more authentic feedback, and ultimately, more accurate consumer intelligence for your marketing initiatives

LEARNINGS

1. **Incentive Strategy Realignment:** Specific adjustments to incentive structures to maximize participation from younger demographics while optimizing research budgets
2. **Communication Channel Optimization:** Evidence-based guidelines for selecting the most effective channels for younger demographic targets
3. **Message Framing Techniques:** Language patterns and invitation structures proven to resonate with Gen Z and Millennial participants
4. **Research Experience Design:** Approaches that respect participant preferences while maintaining methodological integrity

BENEFITS

- **Enhanced Consumer Intelligence:** Implementing these engagement strategies ensures your Voice of Customer programs capture authentic insights from younger customers
- **Competitive Research Advantage:** Brands that optimize their research engagement process gain access to consumer segments competitors struggle to reach
- **Improved ROI on Research Investment:** Higher participation rates and more engaged Gen Z and Millennials respondents deliver more actionable insights per research dollar
- **Brand Relationship Building:** Optimized engagement strategies strengthen overall brand perception

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