



DR. LAUREN TUCKER
SVP | Group Planning Director

Dr. Lauren Tucker is the Director of Consumer Forensics at The Martin Agency in Richmond, Virginia. Consumer Forensics is a unified team of data scientists, statisticians, analysts and strategic planners who integrate data with human experience to provide highly predictive, actionable decision support to progressive marketing leaders. Tucker's team uses sophisticated statistical and modeling techniques that integrate with qualitative insight development tools to allow for human expertise, knowledge and experience to be statistically integrated into predictive modeling and analytics solutions. This approach provides marketers with transparent, predictive and highly actionable marketing strategies that drive demand.

Lauren and her team have achieved an admirable record of success with clients like Experian, Experian Consumer Services, Penske, BFGoodrich, Norwegian Cruise Line, Walmart and Pizza Hut. As clients demand more predictive power and more accountability from their marketing partners, capabilities like Consumer Forensics will be in higher demand than ever before.

According to Leslie Schall, the research manager on BFGoodrich and a member of Michelin Intelligence (the marketing intelligence arm of Michelin Tires, BFG's corporate parent), "Lauren and her team have brought amazing insight that was badly needed to a tired category and brand. By always giving us 110% combined with her experiences in other industries, she has given us a new way to think about our industry and brand."

Lauren received her PhD in mass communications from the University of Wisconsin-Madison. She received her master's and bachelor's degrees from the University of Texas-Austin and the University of Virginia, respectively. She also worked at Leo Burnett, Burrell Communications Group and the University of South Carolina, where she received tenure in 2000.