



MEREDITH SPEIER

Founder, InSpeier LLC

Modern strategy, grounded by deep research expertise

Invigorated by solving consumer problems and seeing opportunities where others see headaches, Meredith has honed the art of “hearing” between the lines to find the intersection of consumer needs, business goals and competitive trends. She has built a career around the passionate pursuit of bringing customers to the forefront of the marketing conversation. An innovator in the creation of personas, journey maps, and brand architecture, Meredith has orchestrated research initiatives, developed marketing plans, and inspired countless strategies for clients in the healthcare space, including UnitedHealthcare, Bright Health, 3M Healthcare, Medtronic, Inspire Sleep, Medica, Blue Cross Blue Shield of Minnesota, SureScripts, OptumRx, and Boehringer Ingelheim.

In addition to client work, Meredith is an adjunct professor at the University of Minnesota teaching Marketing, Market Research and Brand Strategy. Meredith regularly participates in advisory meetings alongside other faculty to optimize course curriculum and instruction materials.

Meredith began her career in New York City, where she developed marketing plans and provided customer insights for packaged goods brands Dentyne, Burst, Certs and Benadryl. She was recruited to the West Coast to creative powerhouse Wieden + Kennedy, where she honed her brand planning and insights skills; guiding campaigns for Nike, Microsoft, PowerBar and Wine.com.

After spending nearly two decades at some of the world’s leading agencies and a couple years at BCBSMN, Meredith took the plunge and started her own consumer insights and brand strategy venture, InSpeier LLC. At InSpeier, Meredith wears many hats, but spends most of her time uncovering meaningful customer insights and delivering them in world class personas, journey maps, message maps, brand ladders, brand architecture and actionable marketing strategies for clients.

Meredith is the former board president of the Board for the Advertising Federation of Minnesota (AdFed), and currently serves on the Board of Directors for the Kabara Institute for Entrepreneurial Studies. A tinkerer at heart, Meredith spends her free time working on new inventions and creating Frankenstein models of some of the better ones. It’s a good conversation starter if nothing else; ask her about it next time you see her.