
Fueling Innovation: The Value of Research Partnerships

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About Me

20 years of product development and innovation experience in consumer durables, CPG, food & beverage.

Passionate about driving innovation as a consumer advocate.

Currently lead Product Planning & Innovation, Care Category at Electrolux Major Appliances.



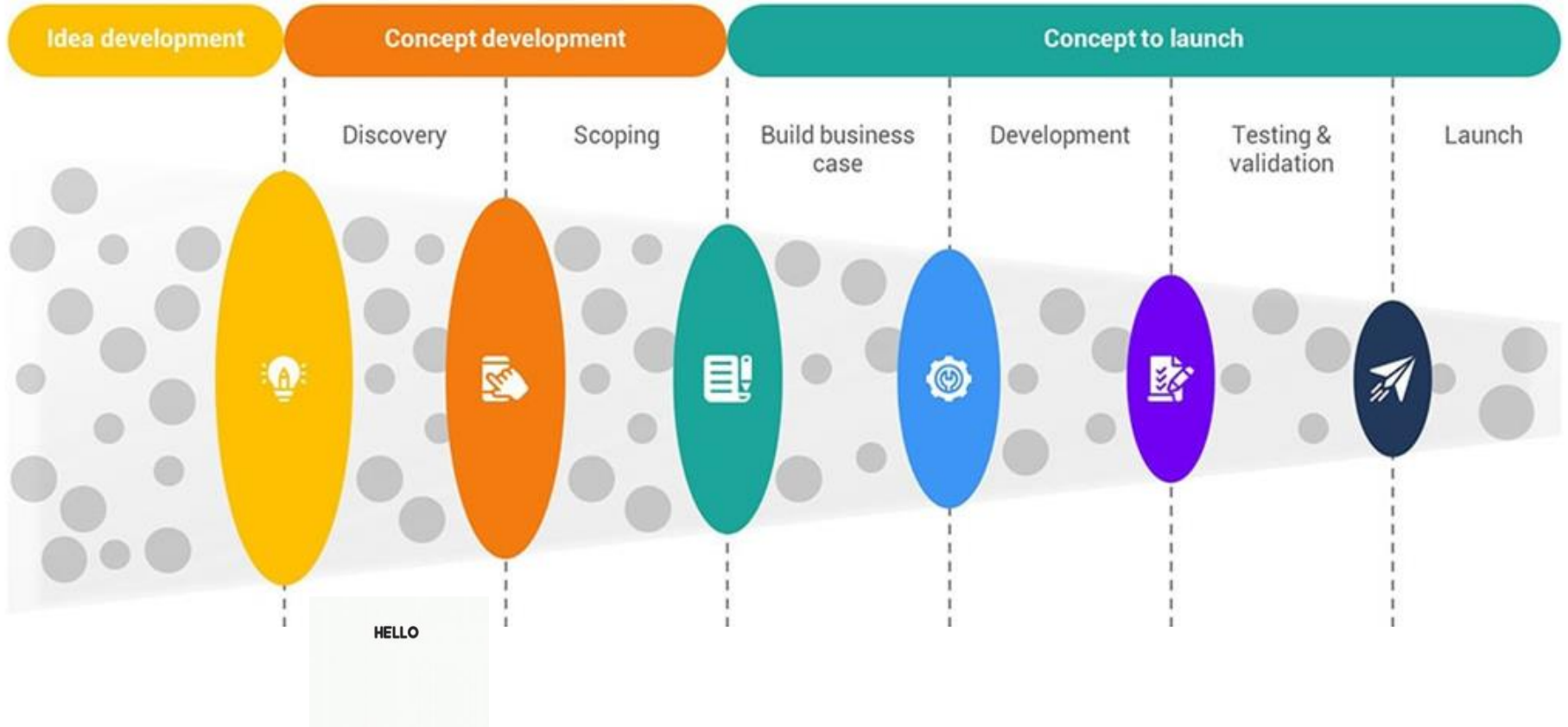
Key Points:

What capabilities
an innovator needs
from a long-term
research partner

How to keep
innovation-focused
clients engaged in
the client-supplier
partnership over
time

What clients
should provide to
suppliers to secure
a strategic
partnership that
drives innovation

Where I live: Front end of the funnel



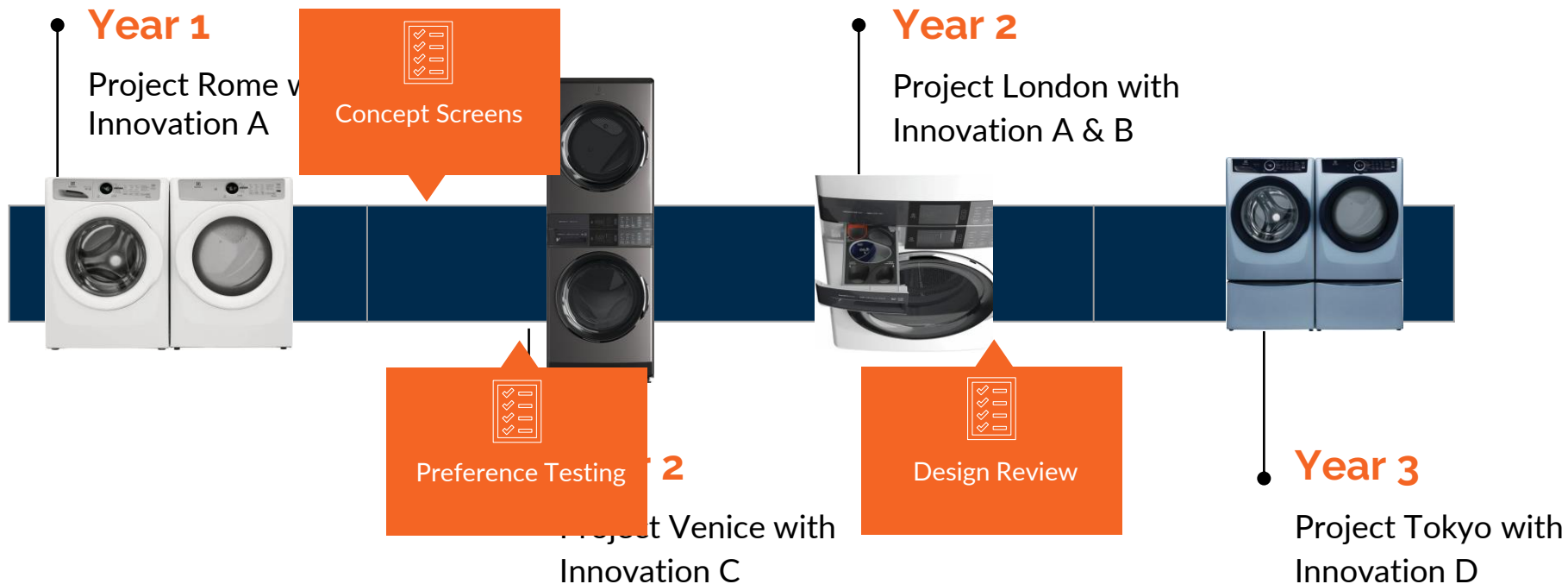
The Approach:

How it starts is how it goes.

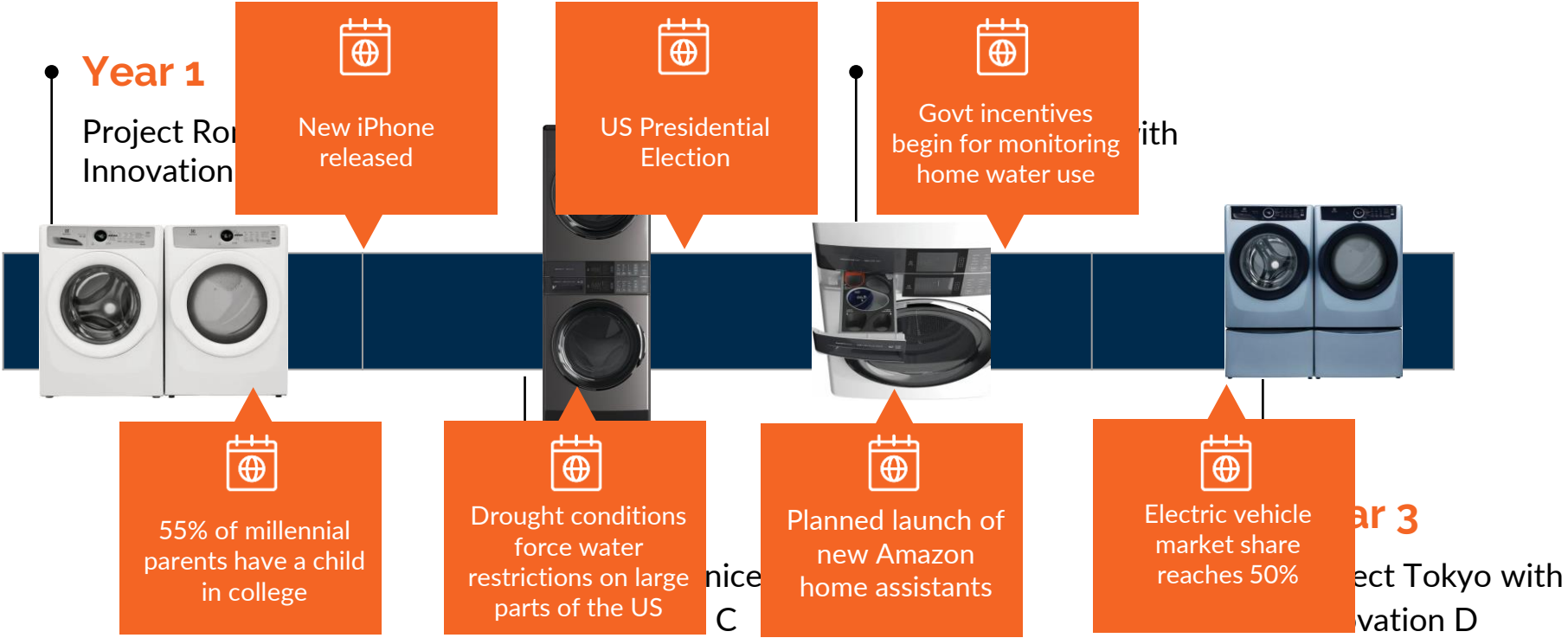
Defining the Client-Supplier Relationship

Transactional	How you approach the client	Collaborative
Product Launch	What you'll get asked to work on	Product Strategy
Project Resource	How we'll define the relationship	Innovation Partner
<u>Help me Execute</u>	Supplier's Role	Help me <u>Navigate</u>

Roadmap Example - Execute



Roadmap Example - Navigate



What capabilities do innovators need from a collaborative research partner?



Innovator's Wish List

- **Benchmarks Guide to the Future**
Get a clear understanding of patterns today that will be trends tomorrow
- **Get to the Heart of the Matter**
Focus on methodologies for prioritization of consumer needs
- **Research is a Lego Set**
Build every study from the previous study and assume the end product can be changed

How might you keep innovation-focused clients engaged to secure long term client-supplier partnerships?



Navigators, Mount Up!

→ **Benchmark Barometer**

Alert me when consumer sentiment warrants a new baseline

→ **Tell Me Something New**

Bring new and various methodologies - innovators inherently like to learn in new ways

→ **Don't Just Report the News**

Every report or project should end with your recommendations on next steps

→ **#GOALS**

Set an expectation of having an annual performance review as if you were a member of the client's team

Why does this matter?

For Client Side Innovators:

Higher incidence of action-oriented new learnings

For the Client's Company:

Retains consistency in knowledge base through organization and staff changes

For Research Suppliers:

Builds “stickiness” for steady revenue over multiple years



Thank You!

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Let's connect:

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