

## Report authors

### Chris Tonay

Director, Insights & Strategy

Chris leads Monigle's Insights practice, helping clients unlock growth opportunities by illuminating the forces and factors that drive decision making and behaviors for their key audiences. During his 16 years as a researcher and strategic planner, Chris has helped some of the world's biggest brands solve complex business problems, including Toyota, HBO, Disney, Unilever, NewYork-Presbyterian and Children's Health. He holds a BSBA from the University of Pittsburgh with a focus in marketing.

### Andrea McCoy

Senior Consultant, Insights

Andrea is Monigle's resident "Brand Anthropologist," specializing in helping clients understand their role in both their customers' journeys and the broader human experience. During her 11 years in consumer research, Andrea has helped clients like 3M, General Mills, Health Quest, NEJM and St. Joseph Hoag Health gain a more holistic picture of their consumers' lives, values and experiences. Andrea holds a Masters of Applied Anthropology from The University of North Texas.

### Mayra Gacon

Consultant, Insights

Mayra is Monigle's bilingual insights seeker and multicultural data decoder. She helps Monigle's clients understand the deep social, cultural and emotional stories that impact brands in the real world. During her 10 years in market research, she has worked with national and international clients including Children's Health, UCHHealth, Nestle, Weber Grills, Walmart and Western Union. She holds a BA in Social Communications and Marketing from Fundação Armando Alvares Penteado.

### Justin Wartell

Managing Director

With 15 years building hard-working brands, Justin is the "why do we do that?" person—asking questions that encourage clients to think differently about how brands are built and managed. Justin's expertise is in insights, analytics, strategy operations and experience, and he's done extensive work around the world with deep experience in health care but going beyond. Brands he's helped build include Northwell Health, UCHHealth, the Denver Broncos, Adventist Health, FedEx, Partners HealthCare, Sherwin Williams, Massachusetts General Hospital, One Main Financial, Quiznos and Tenet Healthcare. Prior to Monigle, Justin led Interbrand's retail and consumer branding business, the second-largest office in Interbrand's global network.



**Eric Lindgren**

Senior Art Director

As Senior Art Director of Brand Marketing, Eric helps cultivate Monigle's corporate identity and manage its brand. During his 11 years of art direction and design experience, Eric has worked on national and global campaigns for clients like Gillette, MillerCoors, Kellogg and Duracell. He holds a BA in graphic design from the Art Institute of Colorado.