

## Contact

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[www.experienceahha.com](http://www.experienceahha.com)  
(Company)

## Top Skills

Market Research

Qualitative Research

Customer Segmentation Strategy

# Wayne Childers

Chief Conversation Officer at Ah Ha!  
Cary

## Summary

Ah Ha! is a facilitation and consulting company that brings moments of true discovery to life in a way that is powerful, tangible and actionable. We design and lead facilitated sessions to support teams in gaining knowledge, integrating information and developing new connections.

We provide a proven approach - or maybe a state of mind - that provides an effective and creative framework for answering your team's BIG questions. And, as a result, maximizes your chances of success.

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## Experience

Ah Ha!

Chief Conversation Officer

2000 - Present (21 years)

Client Development and designer of non-traditional Qualitative Market Research, Innovation, and Ideation. I am dedicated to creating inventive new ways for our clients to learn more than they ever thought possible in a qualitative setting.

Procter & Gamble

14 years

Global Design Manager

1998 - 2000 (2 years)

Pioneered early customer inclusion and validation for upstream Innovation Projects, allowing Voice of the Customer to be integrated during Front End of Innovation Projects.

Category Account Executive - Beauty Care

1994 - 1998 (4 years)

Responsible for NA Beauty Care Sales and Customer Development across all channels (F/D/MM/C).

#### Project Manager - Beauty Care

1991 - 1994 (3 years)

Sales representative on multiple product initiative teams ranging from Corporate ECR efforts, Brand Line Extension & Brand Reinventions.

#### Unit Manager - Field Sales

1989 - 1991 (2 years)

Responsible for sales and personnel development for 5 member Sales Team (South Texas).

#### Sales Representative - (Beverage - Memphis)

1986 - 1989 (3 years)

Responsible for over 150 retail & key accounts across Memphis/Mid South territory.

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## Education

#### Florida State University

Bachelor's Degree, Marketing and Sales Management · (1982 - 1986)

#### Florida State University

Bachelor's degree, Business, Management, Marketing, and Related Support Services · (1982 - 1986)