



BLACKBRIAR
A D V I S O R S L L C



Catherine C. Haas, Ph.D. (Cathy) – Senior Director

Cathy's over 30 year career is comprised of diverse experience with major advertising agencies, market research and academia.

Since joining BlackBriar, she has directed the market repositioning, messaging and development of collateral materials for a regional security firm with multiple offerings.

In addition to joining BlackBriar she owns Haas Market Metrics, Inc., an advertising and market research firm providing services to multiple middle and large market clients.

Cathy served as Marketing Director for over six years for PawnMart, Inc., an Atlanta-based chain of 34 high-end pawn shops. Cathy worked closely with the executive team to create and sustain a coherent and impactful brand image for PawnMart. Her approach incorporated the following branding tools:

- Storefront design, store décor and colors;
- Merchandising and shelving;
- New logo;
- Employee uniforms;
- Extensive direct mail to customers for seasonal sales, color newspaper inserts, in-store print signage of all types, neon signs, outdoor large sale banners, highway billboards for key directional information and messaging community events;
- Hispanic market outreach through Univision TV and fiestas;
- Business expos, and numerous tactical and local advertising initiatives.

Prior to PawnMart, Cathy founded (1990) and ran Haas Market Metrics, Inc., an Atlanta-based advertising and market research company, providing market analysis, focus group research, personal interviewing, and many quantitative attitude and awareness and concept evaluation surveys to support advertising programs and new product development. Cathy has extensive experience in consumer research and analysis related to new products, names, logos, colors, graphic looks, ads, TV commercials, brand image, etc.

Clients included numerous advertising agencies, Simmons Bedding, ALCOA aluminum beverage packaging, Oglethorpe Power (EMC electricity conglomerate), Kimberly-Clark protective garments for hospitals, and numerous other clients including banks, hospitals, retail chains, technical products and services, clothing, restaurants, retail stores, high-tech companies, and others.

Prior to Haas Market Metrics, Cathy worked in senior executive positions in four advertising agencies: The Bloom Agency (Dallas TX – Director of Marketing Research), HBM Creamer (Boston – Sr. VP Marketing Research and Strategies), J. Walter Thompson (Atlanta – VP Marketing Research and Account Planning), and Hutcheson Shutze (an Atlanta boutique agency



Cathy Haas – Senior Director, *BlackBriar Advisors LLC (cont'd)*

later bought by BBDO) where she created their marketing research and account planning department, and was responsible for their media department during her tenure.

She specialized in analytical backgrounding for advertising campaigns in all media, i.e., using market research and consumer analysis to write target audience definition (both demographic and psychographic), and key message strategies for copywriting and art director teams to use in advertising. Cathy worked closely with ad agency creative directors, copywriters and art directors to help produce the most persuasive advertising possible, both in message development, and the analysis and testing of alternative ad and product concepts, print ads, TV commercials, radio ads, product packaging, and new product development.

Key clients among these four advertising agencies were Zale Jewelers and their non-jewelry operating divisions, and Pet Milk, Seven Seas Salad Dressings, Chiffon Margarine, and Southwest Airlines (Bloom Agency); Bank of Boston, Molson Light Beer, Boston Symphony Orchestra, Colombo Yogurt, and CVS drugstores (HBM Creamer); United States Marine Corps, Norfolk Southern Railroad and Bell South Mobility (J. Walter Thompson); and Kinder-Care, Georgia-Pacific, and Sylvan Learning Centers (Hutcheson-Shutze/BBDO).

Cathy has extensive teaching and advertising experience in marketing communication and persuasion, brand image development, new product and packaging research, and consumer awareness and attitude analysis. She is a focus group moderator and interviewer and has conducted and analyzed hundreds of consumer and business surveys.

Education and Certifications:

Ph.D. in Marketing – University of Texas at Austin with a specialty in Consumer Behavior and Psychology

- MBA in Marketing – University of North Texas, Denton, Texas
- Bachelor of Arts – University of Texas at Austin
- Served as Marketing instructor at University of Texas (four years)
- Served as Marketing instructor at University of Kansas (one year)

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