

Sarah Anderson

Mba

Second-year MBA with four years in consumer product strategy before school and a summer at a growth-stage SaaS firm. Comfortable owning ambiguous questions, running the analysis, and getting a recommendation in front of an operating team. Recruiting into post-MBA product management roles.

Contact Information

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Education

- MBA, Kellogg School of Management, Northwestern University, expected 2025 (concentrations: Marketing, Strategy)
- BA, Economics, Carleton College, 2019 (magna cum laude)

Key Skills

- Query languages
- Looker and Tableau
- Excel modeling (three-statement, cohort, elasticity)
- Customer discovery interviews
- Conjoint and segmentation analysis
- Pricing and packaging strategy
- Executive-level written communication
- Cross-functional team leadership

Professional Experience

PRODUCT MANAGEMENT INTERN | LARKSWAY ANALYTICS, CHICAGO, IL SUMMER 2024

- Owned pricing repackaging for the mid-market tier, interviewing 22 customers and 6 sales reps to map willingness-to-pay against feature usage.
- Recommended a 3-tier structure that projected \$2.4M in incremental annual recurring revenue; VP of Product carried the plan into Q4 planning.
- Built the usage-based analysis in query tools and dashboards after the data team said it would take a quarter to staff.
- Presented final readout to the chief product officer and two GMs; recommendation was adopted with one scoping change.

SENIOR ASSOCIATE, BRAND STRATEGY | CORVIN & HALLE CONSUMER GROUP, MINNEAPOLIS, MN 2020 – 2023

- Led a 4-person workstream for a household-goods client relaunching a 30-year-old sub-brand across mass and grocery channels.
- Ran the consumer segmentation using conjoint data from roughly 1,800 respondents; findings drove the product line rationalization that cut assortment by about a quarter.
- Managed two analysts and one contract researcher; both analysts were promoted the following cycle.
- Wrote the client-facing case-for-change deck that unlocked a follow-on engagement.
- Chose to leave for a full-time MBA to move from advisory into operating roles.

ANALYST, BRAND STRATEGY | CORVIN & HALLE CONSUMER GROUP, MINNEAPOLIS, MN 2019 – 2020

- Supported three simultaneous client teams across beverage, personal care, and pet food.
- Built the pricing and elasticity models the senior team used in final client presentations.
- Promoted to Senior Associate after 14 months, ahead of the standard 24-month track.