



Ben Woo

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GROWTH STRATEGIST & CONSUMER INSIGHTS

Founding Partner, RedSky Strategy | Los Angeles

I help brands figure out what to do next.

Research that actually gets used. Segmentation that drives decisions. AI where it helps, humans where it matters. Started at Monitor Group.

Emmy Award recipient. Board Chair of Swipe Out Hunger (2014-2018).

PRECISION GLAM

Fenty Beauty Segmentation

How we built segments that actually drove decisions. AI did the clustering. Humans made the calls. 3,000 respondents, three segments, a Roblox activation with 4.2M visits.

AI STRATEGY

For Marketers

Where AI helps, where it doesn't, and how to tell the difference. No hype, just what's working. Practical frameworks for integrating AI into marketing workflows.

AI OPS

For Insights Researchers

AI is great at synthesis, persona development, implications. It's bad at knowing what questions to ask. Here's how to split the work.

SELECT CLIENTS

Media: Paramount, NBCUniversal, TED, IMAX

Tech: DuckDuckGo, Headspace, Mercari

Beauty: Fenty Beauty, Gap, Pattern Beauty, Starface

Healthcare: Abbott, Amgen, Humana, Boehringer Ingelheim

PREVIOUS ENGAGEMENTS

• Insights Association Ignite AI

• See & Free Studio Podcast

Book Ben for your next event: bwoo@redskystrategy.com