

The Executive Search Source

Bloom, Gross & Associates

Denise Bell Biography

Denise Bell joined Bloom, Gross & Associates, Inc. as an Associate on February 1, 2000, contributing five years of marketing experience to the firm's marketing practice.

Currently as a Senior Associate, Denise specializes in marketing and market research searches. She has placed professionals from the associate manager to the vice president level at a number of consumer products and online firms. She is certified by AIRS (Advanced Internet Recruitment Strategies) as a Certified Internet Recruiter as well as a Certified Diversity Recruiter. Additionally, Denise received the opportunity to co-lead a Diversity Recruiting webinar for the American Staffing Association in 2008.

Before joining BG&A, Denise began her brand marketing career at Kraft Foods where she managed several product development and competitive defense initiatives for the Kraft Mayonnaise and Kraft Salad Dressing brands. She led large cross-functional teams to develop improved Fat Free offerings for Kraft Mayonnaise. She also managed defensive product improvement and claims substantiation initiatives for Kraft Salad Dressings in response to a new category entrant. Denise later joined Newell Rubbermaid's Sanford division as Product Manager for Adult Markers. There, she managed various promotional initiatives for Sharpie Markers as well as renovated the Accent Highlighter line with updated product components, new packaging and a line extension, Pocket Accent. While taking time off after beginning her family, Denise taught junior and senior level marketing courses at Robert Morris College for a year both in the classroom and online.

Denise is an alumnus of the Consortium for Graduate Study in Management. She received her MBA in Marketing from Indiana University in Bloomington, IN as well as her BS in Industrial Engineering and Management Sciences from Northwestern University in Evanston, IL. She practiced engineering for two years prior to pursuing her MBA. Denise is also a member of the Society of Human Resources Management (SHRM), the Staffing Management Association of Greater Chicago (SMAGC) and the National Association of African Americans in Human Resources (NAAHR).