

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, marketing research and online marketing searches. She has placed professionals from the associate manager to the vice president level at a number of consumer products companies and online firms. Additionally, Denise was recognized in 2003 with the firm's top performer award. She is also certified by AIRS (Advanced Internet Recruitment Strategies) as a Certified Diversity Recruiter.

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 several product improvement initiatives within the Fat Free segment.

Denise later joined Newell Rubbermaid's Sanford division as Product Manger for Adult Marker products. There, she led advertising and sports marketing initiatives for the Sharpie Permanent Marker brand. She also repositioned the Accent Highlighter line by updating product components, creating new packaging and launching a line extension sourced from China. With respect to the line extension, Denise was responsible for developing the name, pricing, packaging, and the marketing plan as well as for overseeing sourcing issues.

In addition, Denise taught junior and senior level marketing courses at Robert Morris College for a year. She taught a marketing introduction and a global marketing course both in the classroom and online.

Denise is an alumnus of the Consortium for Graduate Study in Management and a member of the National Black MBA Association. 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.

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