



# CARMEN BRACE

AN INNOVATION, INSIGHTS AND STRATEGY EXPERT  
ACROSS CONSUMER GOODS AND CANNABIS

AN ENTREPRENEURIAL AND INSIGHTS-  
DRIVEN LEADER BRIDGING THE GAP  
BETWEEN CANNABIS AND CPG

Carmen Brace is the founder of Aclara Research, an insights driven data products company with a survey panel of 30,000 cannabis patients, consumers and CBD users. She is also a former CPG executive leading teams across sales, analytics, consumer insights and business strategy for Conagra Brands, Mars-Wrigley and the Campbell Soup Company.

Carmen's corporate executive and entrepreneurial experience provides a unique skill set to unlock growth opportunities within an industry projected to reach \$30 billion by 2025. Launching the company in 2016, she applied the rigor of her corporate experience to develop a survey panel and a portfolio of data products to increase ROI of product innovation and marketing investment. Under her leadership, company revenues grew by 400% in 2019 and the client base grew across cannabis and CPG companies

She serves on the board of directors for Chicago NORML (National Organization to Reform Marijuana Laws), is an expert witness for the Illinois legislature, and is a featured speaker across many of the industry's top conferences. Carmen earned her undergraduate and graduate degrees in agricultural economics from the University of Illinois, Urbana – Champaign and the Ohio State University.

## FEATURED SPEAKER AT TOP CANNABIS AND CPG INDUSTRY EVENTS:

