

# **Joni Newkirk**

CEO at Integrated Insight, Inc

jnewkirk@integratedinsight.com

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## **Summary**

Management consulting for large and small businesses interested in developing superior strategies through data driven insights and analytics. Founded on world class experience, unending perseverance and belief in consumer insights and analytical decision making, our goal is to help organizations reach their full potential.

**Specialties:** Management consulting including strategic growth initiatives, feasibility studies, forecasting, pricing and revenue optimization, research and consumer insights, customer service improvement, leadership excellence and employee engagement.

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## **Experience**

### **CEO at Integrated Insight, Inc**

January 2009 - Present (8 years)

Integrated Insight, Inc is a management consulting and training company specializing in helping organizations out behave the competition. Founded by Joni Newkirk in January of 2009, the company provides a breadth of management consulting services, helping businesses large and small develop superior strategies through data driven insights and analytics.

Areas of expertise include:

- Assessing strategic and financial feasibility of future projects or development
- Developing growth, pricing and profit optimization strategies
- Refining business intelligence disciplines to help companies achieve a sustainable competitive advantage
- Developing and positioning organizations to attain leadership excellence and deliver premium customer experiences
- Educating organizations on key management principles including leadership excellence, analytical decision making, employee engagement, crisis management and customer retention.

### **SVP, Business Insight & Improvement at Walt Disney Parks and Resorts**

January 1989 - February 2009 (20 years 2 months)

Led worldwide Market Research, Forecasting, Industrial Engineering, Pricing and Revenue Management functions for Disney theme parks and resorts, Disney Cruise Line, Disney Vacation Club, and Adventures by Disney.

### **Network Planning at Lockheed Martin**

May 1984 - January 1989 (4 years 9 months)

Manager of Network Planning for Data Communications accounts

### **Strategic Planning at Orlando Regional Healthcare**

May 1979 - May 1984 (5 years 1 month)

Strategic planning for new hospital services and development including certificate of need applications

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## **Skills & Expertise**

**Analytics**

**Forecasting**

**Leadership**

**Market Research**

**Management Consulting**

**Pricing Strategy**

**Business Strategy**

**Analysis**

**Cross-functional Team Leadership**

**Business Intelligence**

**Project Management**

**Executive Management**

**Strategic Planning**

**Customer Service**

**Strategy**

**Feasibility Studies**

**Management**

**Marketing**

**Tourism**

**Marketing Strategy**

**Key Performance Indicators**

**Team Building**

**Problem Solving**

**Pricing**

**Training**

**Business Planning**

**Customer Insight**

**Competitive Analysis**

**New Business Development**

**Integrated Marketing**

**Strategic Partnerships**

**Data Analysis**

**Program Management**

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## **Education**

**University of Florida**

BA, Statistics, 1974 - 1978

**University of Central Florida**

MS, Industrial Engineering, 1979 - 1988

**Mainland High School**

**Rollins College**

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## 7 people have recommended Joni

"Joni provided an accurate analysis and thorough report with both short term and long term recommendations to us, in a volatile environment. I found her to be very professional and holistic in her approach to evaluating our business. The corresponding results were on target with the end result being a stabilized business model and record financial performance. Her accessibility, communication and overall assessment process was of the highest quality. Something few others can do well. I intend to remain engaged and recommend her highly."

— **Don McCoy**, was Joni's client

"Joni's leadership and outstanding business acumen have directly impacted our growth and success at Sage Hospitality Resources/CoCo Key Water Resorts. Her creative approach to pricing and revenue management have driven significant incremental revenues throughout our portfolio. In addition to the specific functional expertise, Joni and the team at Integrated are outstanding thought partners in all aspects of driving our business. I am confident in my recommendation of Joni! She is clearly one of the smartest Executives I know - and she is great to work with in every way."

— **Ed Baklor**, was Joni's client

"A leader and a mentor, Joni has been an inspiration for me during my 11 year tenure at Disney. She is the type of leader who is not afraid of tough problems and is always willing to roll up her sleeves and get it done. Incredibly smart and highly analytical, Joni is a “truth seeker” who leverages data and consumer insights to drive impactful change to improve business results. An accomplished senior executive from Disney, she was never too busy to take the time to nurture and grow the talent on her team. I would work with Joni again in a heartbeat!"

— **Sue Lucas**, worked indirectly for Joni at Walt Disney Parks and Resorts

"Joni is an influential leader who drives profitability and competitive advantage through deep insight, intellect and analytics. She is able to quickly sift through research & trend information to be able to spot the real opportunities. She never runs out of innovative ideas for improving Company performance and is focused on those that will have the greatest impact. Joni is courageous in taking calculated risks for big rewards, and they

turned out to yeild huge returns for Disney. I was fortunate to work with such a insightful leader and person with passion and purpose."

— **Larry Roos**, worked indirectly for Joni at Walt Disney Parks and Resorts

"I am pleased to write a recommendation for Joni Newkirk. She is a very smart executive that can make a significant difference in any companies results. She has excellent strategic planning skills and is a talented critical thinker. She is able to develop solutions to critical issues that enhance both the customer experience and improve the business financial results. Her new company will be very successful. Last but not least, she is a true professional and a pleasure to work with. Don't hesitate to contact me for more information about Joni at: Lee@LeeCockerell.com"

— **Lee Cockerell (Retired and Inspired)**, worked with Joni at Walt Disney Parks and Resorts

"I have worked with Joni for 11 years and have always been impressed by her work. She has an amazing combination of 'off the chart' intelligence and leadership. She was the brains behind forecasting revenue and attendance during every crisis (Sept. 11, Iraq War, 2008 meltdown), developing revenue management intelligence to drive revenue from every single driver, researching critical information needed to maintain a world class experience and make sound capital and marketing investments--you name it, Joni's leadership and talent made her the most trusted advisor of Presidents and CEOs. I have seen her in situations where anyone else would buckle under pressure, and yet she retains the courage to be a truth-sayer. She is so well respected, I have no doubt of her success as an independent consultant. If you are a CEO, do your Company a favor and just meet her. I guarantee that whether you hire her or not, taking her out to lunch will be the best investment you will make in a long time."

— **Denise Godreau**, worked directly with Joni at Walt Disney Parks and Resorts

"Joni is a visionary leader who not only dreams up big ideas, but knows how to push them through the organization. She did this with the Magic Your Way pricing strategy at Walt Disney World, a project two years in the making that led to profits of more than \$200 million annually. Without Joni's leadership, the idea never had a chance."

— **Joe Gavigan**, reported to Joni at Walt Disney Parks and Resorts

[Contact Joni on LinkedIn](#)