

Jeanine Bassett

Vice President, Global Consumer Insights
General Mills

Jeanine Bassett is the Vice President of Global Consumer Insights for General Mills. Since joining General Mills in 1994, she has worked across a broad spectrum of businesses. After a number of early rotations through the Gold Medal, Betty Crocker, and Yoplait divisions, she joined the Insight Connections team following the acquisition of the Pillsbury company where she worked to identify synergies post-acquisition and determine best practices representing the best from both companies. She then returned to the divisions as the Sr. Consumer Insights Manager on Cheerios before transferring to Lausanne, Switzerland in 2004 to lead the Consumer Insights function for Cereal Partners Worldwide, a joint venture between General Mills and Nestle. She returned to General Mills in 2007 as the CI Director of Foodservice, overseeing B2B research in channels including convenience stores, schools, hotels, and restaurants.

In 2010, Jeanine was promoted to the Director of the Center for Learning and Experimentation where she was responsible for the evolution of the primary toolkit, leading the adoption of social network and mobile tools, and advancing in-market experimentation. She was promoted to her current role as VP of Global Consumer Insights in 2012.

Prior to joining General Mills in 1994, Jeanine worked for IRI, A.C. Nielsen, and Honeywell. She earned Bachelor of Science degrees in both Marketing and Quantitative Methods from the University of St. Thomas, St. Paul, and a MBA from the University of Minnesota Carlson School of Management.

Jeanine resides in Edina, Minnesota and is a fan of classic movies and American history.