



Nancy Tellet

Founder, Brand & Consumer Navigator
PureClarity LLC

Nancy Tellet is a cultural research professional providing strategic clarity of the transformative power of demographic change & the ability to pivot & thrive within today's 'evolutionary' cultural shifts.

Nancy has authored several studies including 2018's 'Digital Lives', 2020's 'It' Time, Ready (or not) for the Multicultural Majority!', and most recently...2023's 'Power of the New American Majority' (aka 'The Power of the Multicultural Majority'). These studies were done in her role as Research Chair for the Hispanic Marketing Council, a non-profit organization. The 2023 study was done by the Hispanic Marketing Council in collaboration with 3AF (Asian American Advertising Federation).

Nancy also works directly with brands and organizations privately through PureClarity LLC, a research & insights consultancy. Her scope of expertise specializes in Millennial, Post-Millennial (Gen Z) & Family (25-54) demographics and her experience spans the U.S., U.S. Hispanic & Multicultural markets as well as LatAm & International.

Prior to founding PureClarity in 2016, Nancy worked as SVP of Research & Consumer Insights with Viacom (2008 – 2015) including the entertainment brands of Nickelodeon (kids, tweens & Parents focus) & MTV/MTV Tr3s (16-24 & Hispanics 16-24 focus respectively).

Preceding her work with Viacom, Nancy honed her research & account planning skills at ad agencies including J. Walter Thompson and Saatchi & Saatchi and with leading brands such as Colgate, Toyota, Ford, P&G and MilkPEP.