



### **Stella Kochen Susskind – Founder and President of Shopper Experience**

Stella holds a degree in Business Administration from PUC-SP, is post graduated from the Franchising University in the USA and has more than 20 years of experience in Mystery Shopping, Marketing and Market Research added to her account. In the 1980's, she was responsible for introducing the concept of Mystery Shopping in Brazil when she founded Buy&Test, now established as Shopper Experience.

Stella was born in São Paulo, Brazil, where she lives with her husband Jeffrey and her two young children. She is a dog lover and involved with:

- Pet Therapy –take pets to visits to hospitals, institutions and rest homes;
- Support to animal shelters and responsible pet ownership;
- Fund raising for charity.





## Expertise + Innovation

When Shopper Experience® was established in 2009, it already had inside its bag more than 20 years of experience. It's easy to understand why. In the early 90's, Stella Kochen Susskind, who is a distinguished professional in the area of market research, founded a startup with the mission of launching the concept of assessing customer services through "Mystery Shopping"® in Brazil. The pioneer business was so successful that it awoke the interest of the biggest multinational market research company, which ended up buying Stella's company.

Being a pioneer is of no use if we remain frozen in time. That is why, despite taking advantage of the team's great deal of experience, Shopper Experience® is an evolution of the initial model. The company refuses to be obvious when analyzing Customers and their shopping experiences. Through a rational look, we unveil the emotional aspect of a shopping experience – a moment that holds all the potential to be magical but can be tragic instead. The understanding of this particular moment is our fuel to assess the innumerable dimensions of the Customer/Brand relationship via product/service/people.

Shopper Experience® serves a large number of clients and it's proud to offer its services to the market's biggest players of various industries such as financial, retail, food, tourism and hospitality, and automotive, among others.

**Counting on a solid professional history, Shopper Experience® makes sure to offer a professional who truly understands your business to take care of your company.**

## Books

Stella wrote “ Cliente Secreto, a metodologia que revolucionou o atendimento ao consumidor”, a book about Mystery Shopping and the Latin America Market.



She also wrote “Rainbows Bridge, a heaven for dogs” , book with the revenue donated to charity. Access: [www.escretoresdobem.com.br](http://www.escretoresdobem.com.br)

Mystery Shopping Providers Association Latin America

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Stella was the founder of Mystery Shopping Providers Association Latin America in 2009 and was its President from 2009-2011.