



First Horizon Bank's Tech-First System for Strategic Insights

Quirk's Dallas 2026



The Brand Growth Company



#1 Market Research Technology

In the 2024 & 2025 Greenbook GRIT
Business & Innovation Reports





Gianna Saladino

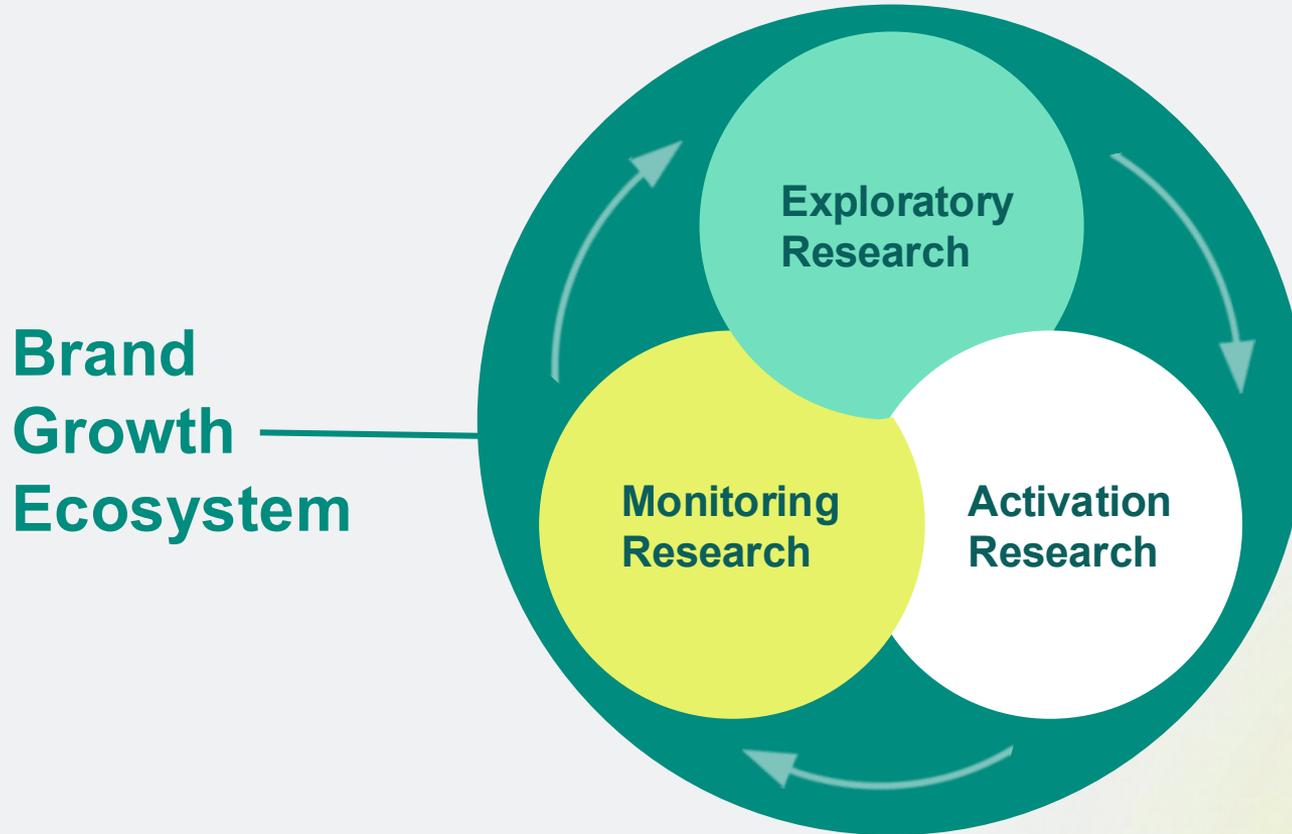
Senior Solutions Consultant



Shannon Giles

AVP Consumer Insights

A Single, Intelligent Brand Growth Ecosystem



The Linear Project Model



**Stakeholder
Need**



**Research
Department**



**Research
Hero**



**Beautiful
Research
Deliverable**



**The Black
Hole**



Category Entry Points

to feel fresh
and clean

before going
on a date

to feel confident



**THINK
DIFFERENTLY AND
EXPLORE**

**TAKE TIME TO
CELEBRATE WINS**

**CONNECT!
CONNECT!
CONNECT!**

HAVE FUN!

**BE A GOOD
PARTNER**



Thank You!

