

Contact Information

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Corporate Offices

Santa Barbara, California

Corporate Data

Nzuri Strategy is a US-based entity that provides analytics-driven and research-driven strategic recommendations to clients including Honda, Nissan, and S&P Global. In addition to corporate deliverables, our strategic insights are submitted to the Department of Transportation on a quarterly basis. We have a strong relationship with a team of strategists, data scientists, and project managers, providing support to our clients.

Certifications

SBA-certified Small Business

NAICS and PSC Codes

541611 - Administrative Management and General Management Consulting Services

541613 - Marketing Consulting Services

541720 - Research and Development in the Social Sciences and Humanities

541910 - Marketing Research and Public Opinion Polling

541990 - All Other Professional, Scientific, and Technical Services

611710 - Educational Support Services

R422 - Support – Professional: Market Research/Public Opinion

R408 - Support – Professional: Program Management/Support

Core Competencies

Nzuri Strategy is a Certified Small Business consulting firm dedicated to empowering organizations through expertly-designed online surveys, sophisticated data analysis, and actionable strategic recommendations, underpinned by robust project and program management. We ensure that our comprehensive approach not only captures critical data but also delivers sustainable, strategic outcomes. Current clients include Nissan North America and S&P Global, among others.

Core Services:

- 1 Market Research, Survey Design, Programming, and Deployment
- 2 Data Analysis, Modeling, and Insights Development
- 3 Strategic Recommendations and Key Next Steps
- 4 Detailed Program Roadmaps and Execution Project Plans

Key Differentiators

- **Proven Track Record and Accountability:** Nzuri Strategy has a history of success across diverse industries, driving growth, improving profitability, and creating lasting value for clients. We implement and project manage our strategic recommendations, ensuring accountability through to launch.
- **Dedicated Resources:** We have a dedicated team of strategists, analysts, and project managers that support our client work.
- **Current Work with Federal Agencies:** Our experienced strategists work closely with US government mandates that apply to key automotive clients, and our work is reported directly to NHTSA on a quarterly basis.
- **Collaborative Partnerships:** We believe in collaboration and open communication, working closely with clients to foster trust and achieve shared success.
- **Innovative Thinking:** We embrace fresh ideas, pushing boundaries to deliver innovative solutions that drive sustainable growth.

Past Clients and Performance

Major Clients and Projects

S&P Global – Support NHTSA Mandates for Honda Takata Airbag Recall

S&P Global – Lead Industry-wide Recall Dealer Solution Strategy

S&P Global – Auto Market Signals Mobile App Solution

Nissan North America - Nissan Technician Training Academy (NTTA)

Nissan North America - Electric Vehicle Battery Solutions

Incite - AppDynamics, Yazaki North America, Ford ROAD, NNA Telematics

Rossetti - Return on Design Algorithm and Strategy

Carlisle & Co – Pentair Pumps Pricing Strategy and Project Management

Past Performance – Key Results

| Client and Project | Project Description | Key Client Stakeholders |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| S&P Global Honda Takata Airbag Recall | <ul style="list-style-type: none"> Led the Why Remedy Now surveys for vehicle owners impacted by the Takata Airbag recall that generated 5.5% response rate. Provide strategic guidance for Honda Takata Airbag Recall Campaign since 2019 where more than 2.3 million vehicles were impacted by the Recall. Today, the recall campaign has attained a 65% completion rate. | <ul style="list-style-type: none"> SVP, Product Strategy Executive Director, Product Management Manager of Recalls, American Honda Motor Company NHTSA ACRO Reporting |
| Nissan North America Nissan Technician Training Academy (NTTA) | <ul style="list-style-type: none"> Program managed Nissan Technician Training Academy (NTTA) in partnership with over 46+ Community Colleges across the country. Survey 6,000+ Nissan/INFINITI technicians. Survey 100+ TTA apprentices and graduates, who generate over \$30M in dealership revenue. Lead monthly roadmap sessions to provide transparency into student enrollment, satisfaction reports, revenue generation and to capture revisions to strategy. | <ul style="list-style-type: none"> Vice President Aftersales Director Dealer Support Senior Manager Aftersales Manager, Technician Recruiting and Retention Technical Training Team Aftersales Team School Instructors Program Participants |
| Nissan North America Nissan Energy Division | <ul style="list-style-type: none"> Conduct primary research on competitive systems Support Survey and Focus Group of In-home Energy Solutions - Consumer Preference market research to identify consumer preferences for technically-advanced home energy systems that integrate with the respondent's vehicle | <ul style="list-style-type: none"> Chairman of the Board, Nissan North America Vice President, Nissan Energy Sr Manager, Energy Sales and Business Development |
| Pentair Pool Pump Pricing Strategy | <ul style="list-style-type: none"> Conduct conjoint analysis, expert interviews and market research for pricing strategy project for pool pumps for a company with annual revenue \$4.1 billion. | <ul style="list-style-type: none"> President, Consumer Solutions Group President, Pools and Irrigation Flow |
| Incite Analytics AppDynamics, Yazaki North America, Ford ROAD, NNA Telematics | <ul style="list-style-type: none"> Project manage 5 Yazaki senior leadership financial dashboards leading to 100% completion rate of all the dashboards within scoped time. Conduct weekly testing of the Ford ROAD platform and Yazaki dashboards which ensured over 98% Quality Assurance compliance of the systems. Execute the Business Analysis needs of the Yazaki and Ford ROAD leading to 100% delivery of support to complete the projects within scoped time. | <ul style="list-style-type: none"> Vice President, Yazaki Chief Information Officer, Yazaki Head of Corporate Planning, Yazaki Head of Business Units, Yazaki PCA Feature Owner, Ford ROAD DAT Supervisor, Ford ROAD |
| ROSSETTI Return on Design Model | <ul style="list-style-type: none"> Conduct market research on the data-informed Return on Design approaches for the client initiative. | <ul style="list-style-type: none"> President, ROSSETTI Director of Business Development |