



Erika Johnson Meldrim

Associate Partner

Erika is an Associate Partner at Innosight, where she serves clients across industries with a focus on industrial, healthcare, and consumer goods while helping to build new growth businesses for the firm such as Innosight Connect.

Erika joined Innosight in 2007 and has worked extensively with senior-level executives on aspects of transformation strategy. This includes identifying high potential growth opportunities, developing new businesses, and implementing processes to systematize innovation. In 2012, Erika became the Senior Director of Practice Development for the firm leading efforts to develop and codify theories and approaches for use in business development and client engagements and served most recently as the Head of Business Development where she led strategic prospecting efforts.

Prior to joining Innosight, Erika led the strategic marketing group as Brand Manager for New England Coffee Company, a private roaster for Dunkin' Brands. She helped build one of the fastest-growing brands in the retail category through product development, brand expansion, e-commerce, and nationwide sales and advertising programs. Previously, Erika was a Health Editor for Gannett Company, Inc., where she led online and print initiatives. She also worked for Adidas USA, Hobby Publications, Inc., and her own freelance design and marketing consultancy.

Erika's work has been featured in AdWeek and Create Magazine. Her honors and awards include: Four American Inhouse Design Awards, Gannett Public Service Runner-Up for a Special Feature Project, Horizon Award, WebAward. She also co-taught the Marketing Management course at the Harvard Extension School for several years and has been a guest speaker at various industry conferences.

Erika received a Bachelor of Science, cum laude, from Cornell University, a Master of Liberal Arts in Management with honors from Harvard University, and an Executive Certificate in Strategy and Innovation from the MIT Sloan School of Management.