



ColemanWick is a strategic consultancy that uses innovative research and best-in-class analytics to solve complex marketing and sales problems and identify market opportunities to drive revenue for mid to large enterprises in the Rust Belt. Our services provide an optimized balance of research and analytics techniques to describe, predict and prescribe strategies for customers, markets, industries, products/services, and brands.

Odell Coleman Bio

As Founder and Managing Partner, Odell is involved in all aspects of ColemanWick, working closely with clients, collaborating with his team on research and analytics, and overseeing every step of each project. With his unique dual background of business and research, Odell helps to ensure companies and organizations leverage their newly-mined data to solve complex sales and marketing problems.

Prior to founding ColemanWick in 2008, Odell conducted market research at October Research. Odell led a staff which developed customized market research for the mortgage and title industry – work that encompassed qualitative, quantitative, and analytics. He also worked as a marketing research professional at Kent State University, working strategic planning and marketing, conducting research to support organizational initiatives and business development activities.

Odell served as Visiting Professor at the College of Business Administration at the University of Akron where he taught market research and analytics to graduate and undergraduate student. Odell has sat on the Alumni Board of The Weatherhead School of Management at Case Western Reserve University, as well as on the Board of Trustees at FrontLine of Cleveland. Odell is currently a board member at the Cleveland International Film Festival. He also serves as Vice President on the Cleveland Leadership Center's Leadership Council and is a member of the 2018 class of Leadership Cleveland. Odell is also a member of Kappa Alpha Psi Fraternity.

Odell holds a B.S. from Kent State University, a Master's in Business Administration from the Weatherhead School of Management at Case Western Reserve University, and a Masters in Non-Profit Organizations from the Mandel Center for Nonprofit Management at Case Western Reserve University.

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