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# INSIGHTS RESOURCE GUIDE



*It is hard to believe that my journey through the market research and insights industry has spanned over 35 years! During that time, lifelong relationships have been created and strengthened. So many of you have helped and supported this journey throughout my career in the insights industry, and for that I am so thankful.*

*While my dream was to play for the Boston Red Sox, marketing research, leadership and dedication to the insights community is where my real home base and team turned out to be. The seven different roles that define my career, and both local and national involvement in the MRA and AMA, helped develop skills and strengthened commitment to this industry.*

*During this challenging time globally, the Insights Resource Guide (IRG) created by M/A/R/C is our team giving back to your team and this great industry. Frequently asked for guidance and perspective about who to talk to, what resources to use, and who are the credible influencers within the market research industry, we hope this guide is a piece of your journey. Sharing our contacts and resources in one easy place, IRG is my way and the team at M/A/R/C's way of giving back for the help and support received for over 35 years.*

*If you are currently working, transitioning jobs or entering the marketing research industry, our guide covers a broad variety of topics, such as influential suppliers and clients, some of the impactful people to know, and useful podcasts recommend. Our goal is to share our knowledge and our amazing network so that not only can we all be more informed, but also this industry can flourish.*

*Enjoy the IRG and share freely with anyone you believe who could benefit. The entire guide is user friendly with every picture, link and email address interactive.*

*I also want to hear from you! If you feel that IRG can improve or we have missed something impactful, we want to know and will save your thoughts for our annual updates.*



Merrill Dubrow  
CEO, M/A/R/C Research  
[merrill.dubrow@marcresearch.com](mailto:merrill.dubrow@marcresearch.com)



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# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Michelle Adams**

*Founder and President*

*Marketing Brainology*



**Carrie Angiolet**

*Principal and President*

*Illuminas*



**Dominic Atkinson**

*Co-Founder*

*DIG Insights*



**Steve August**

*Founders Coach*

*Steve August Coaching*



**Elaine Bageris**

*Consumer Insights Manager*

*Wolverine Worldwide*



**Ryan Barry**

*CRO*

*Zappi*



**Anne Beall**

*CEO*

*Beall Research*



**Scott Bishop**

*Chief Innovation Officer*

*Z Energy NZ*



**Dyna Boen**

*Advisory Board Member*

*Women In Research*



**Pamela Bracken**

*Department Head of Curriculum Development*

*University of Georgia*

*"Now more than ever businesses need to understand consumers and how to integrate into their lives during unique times. The industry has an exciting time ahead as we've successfully embedded technology to make basic work efficient and are at the beginning of the faster, cheaper, better frontier."*

*- Ryan Barry*



# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Jamin Brazil**

*Co-Founder and Advisor*

*Valley Innovators*



**Michael Brereton**

*Executive in Residence*

*University of Michigan Department of*



**Rex Briggs**

*Founder and Executive Chairman*

*Marketing Evolution, Inc.*



**Anne Brown**

*CEO*

*Gazelle Global Research Services*



**Andrew Cannon**

*CEO*

*Valo Foresight Services*



**Dave Carruthers**

*Founder and CEO*

*Voxpopme*



**Lee Carter**

*President and Partner*

*Maslanksy + Partners*



**Simon Chadwick**

*Managing Partner*

*Cambiar Consulting*



**Lynette Cooke**

*Health Division CEO*

*Kantar*



**Lisa Courtade**

*Executive Director of Global Insights*

*Merck*

*“Every day is full of opportunity and challenge. The challenges and obstacles we encounter offer us an opportunity to reframe, reimagine, and reinvent what we do and who we are as an insights profession and as individuals.”*

*- Lisa R Courtade*

# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Melanie Courtright**

*CEO*

*Insights Association*



**Kim Dedeker**

*Principal and CRO*

*Mizzouri*



**Ed Dobbles**

*VP of Advanced Analytics*

*Diageo*



**Jill Donahue**

*Director of Brand Insights*

*Nestle Purina North America*



**Michelle Elster**

*President*

*Rabin Research Company*



**Pamela Forbus**

*SVP Consumer Exp., Data Science and Insights*

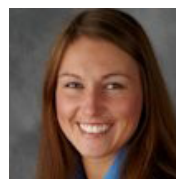
*The Walt Disney Studios*



**Dan Foreman**

*Chairman of the Board*

*Zappi*



**Heidi Freund**

*Director of Market Research*

*CVS*



**Adam Froman**

*CEO*

*Delvinia*



**Gayle Fuguitt**

*Founder and CEO*

*Tempus Futures*

***"Digital transformation is no longer a luxury for Market Research firms. It is a requirement for survival today and into the future."***

***- Adam Froman***

# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Michelle Gansle**

*Global Lead Insights Transformation*

*Mars*



**Don Golden**

*CEO*

*Precision Sample, LLC*



**Lisa Gudding**

*Executive Vice President*

*Ipsos*



**David Guenther**

*Director of Brand and Innovation Insights*

*Domino's*



**Anshu Gupta**

*Sr. Dir. of Global Market Research*

*Eli Lilly and Company*



**Jami Guthrie**

*VP of Consumer Insights*

*McDonald's*



**Michael Halberstam**

*Chairman*

*ISA*



**Kim Harrison**

*Founder*

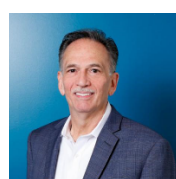
*Focus Forward and FF Transcription*



**Justin Hawkins**

*Assoc. Mngr., Consumer Insights, Innovation*

*Cereal Partners Worldwide*



**Jay Hawreluk**

*CEO*

*AcuMax Index*

***"The AcuMax Index reveals your unique wiring and the environment in which you best thrive. Working in a positive that matches your wiring increases engagement, job satisfaction and productivity."***

***- Jay Hawreluk***



## INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Tiffany Hays**

*Founder and CEO*

*FUELglobal*



**Steve Henke**

*Founder and President*

*Harpeth Marketing*



**Jeffrey Henning**

*CRO*

*Researchscape International*



**Diane Hessian**

*CEO*

*Salient Ventures*



**Tim Hoskins**

*President*

*Quester*



**Vanella Jackson**

*Global CEO*

*Hall and Partners*



**Randall Janisch**

*Research Manager*

*Ford Motor Company*



**Barry Jennings**

*Director of Cloud and AI Market Insights*

*Microsoft*



**Tom Johnson**

*EVP of Sales*

*Dynata*



**Tyler Kettle**

*UX Research Manager, Local Insights*

*Google*

***"Although our client companies are in very challenging situations, they also know that this is a terrible time to lose touch with customers. We can be at the center of their going-forward strategies."***

***- Diane Hessian***





# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Kathryn Korostoff**

*President*

*Research Rockstar*



**Sarah Kotva**

*VP*

*Fieldwork, Inc.*



**Brad Larson**

*Founder and CEO*

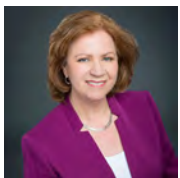
*Ironwood Insights Group, LLC*



**Duncan Lawrence**

*Strategic Advisor*

*Escalent*



**Joan Lewis**

*Member Board of Directors*

*Malibu Boats*



**Roseanne Luth**

*Owner*

*Luth Research*



**Bernie Malinoff**

*President*

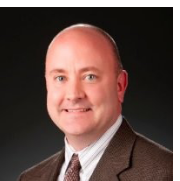
*element54*



**Raj Manocha**

*President*

*Methodify*



**Jack Marquardt**

*VP Brand Communications*

*Fruit of the Loom, Inc.*



**Michael McCrary**

*CEO*

*PureSpectrum*

***"Wondering how market research and insights career opportunities will evolve over the next 5 years? Start by looking at trends in corporate strategy. It becomes evident that market research and insights is now just one part of a much broader information ecosystem built to support data-driven decision making."***

***- Kathryn Korostoff***



# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

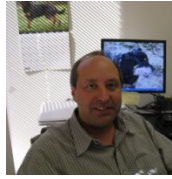
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**Scott Megginson**

*President*

*Kantar Canada*



**Michael Mermelstein**

*President*

*G2 and Associates*



**Colleen Moore Mezler**

*President and CEO*

*Moore Research Services*



**Chuck Miller**

*President*

*Digital Marketing & Measurement,*



**Bethany Moffett**

*Vice President, Client Development*

*Dynata*



**Erik Montenegro**

*Product Management*

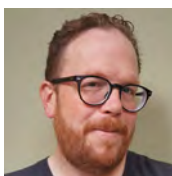
*Lowe's Companies, Inc.*



**Karen Morgan**

*Owner*

*Morgan Search International*



**Leonard Murphy**

*Executive Editor*

*Greenbook*



**Camille Nicita**

*President and CEO*

*Gongos, Inc.*



**Matt O'Mara**

*Equity Partner*

*Cranbrook Search Consultants*

***"The rate of change within the Insights Industry has never been greater; the talents and skills necessary to be successful today are significantly different than those of just a few years ago. The insights professional of tomorrow will need to be tech savvy and comfortable working with massive amounts of data from disparate sources. While at the same time, able to effectively communicate meaningful insights that drive change."***

***- Matt O'Mara***



# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

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**Jude Olinger**

*Founder and CEO*

*The Olinger Group*



**Chip Olson**

*CEO*

*The Olson Research Group*



**Dan Pickerel**

*Sr. Manager of Global Insights and Analytics*

*Mondelez*



**Richard Popper**

*CEO*

*P&K Research*



**Robert Porter**

*CEO*

*Research America*



**Ray Poynter**

*CRO*

*Potentiate*



**Jami Pulley**

*CEO and Co-Founder*

*Veridata Insights*



**Steve Quirk**

*Owner and President*

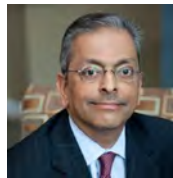
*Quirk's Marketing Research Media*



**Finn Raben**

*Director General*

*ESOMAR*



**Zain Raj**

*CEO*

*Shapiro+Raj*

***“No matter how big and high-tech Insights becomes, remember that it always comes down to the person. Maintain your network, sincerely meet your peers and stay in touch over time. It may not seem business related but it will help you learn and grow in ways you never thought possible. Stay open minded and creative and never back away from a challenge: there is always a solution, sometimes you just have to looker harder to find it.”***

***- Jami Pulley***



# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

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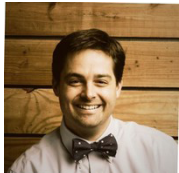
**Jessica Richards**

*MSMR Program Director  
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**Tchicaya Ellis Robertson**

*Sr. Principal  
Accenture*



**Isaac Rogers**

*CEO  
20|20 Research*



**Dave Rothstein**

*CEO  
RTi Research*



**Dale Sanko**

*Director of Consumer Insights  
DSW*



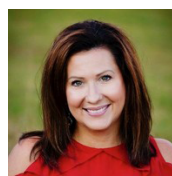
**Steve Schlesinger**

*CEO  
Schlesinger Group*



**Tanya Schooley**

*Director Commercial Insights of US Oncology  
AbbVie*



**Terrae Schroeder**

*Head of US Insights  
Kellogg Company*



**Kristen Shook**

*Product Manager  
ViiV Healthcare*



**Merrill Shugoll**

*President  
Shugoll Research*

*"Ever evolving, creative, forward thinking, engaging – these are just some of the characteristics that have continued to excite me about the insights industry. 30+ years and my enthusiasm for the insights world continues to grow."*

*- Steve Schlesinger*



# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Jay Shutter**

*CEO*

*Illuminas*



**J Walker Smith**

*Chief Knowledge Officer*

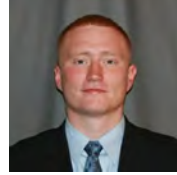
*Kantar*



**Richard Spreng**

*Interim Department Chair*

*Michigan State University Department*



**Colson Steber**

*Co-CEO*

*Communications For Research, Inc.*



**Terry Sullivan**

*Founder*

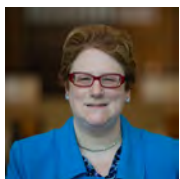
*BuzzPro*



**Diane Surette**

*President and CEO*

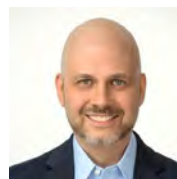
*Burke, Inc.*



**Stacey Symonds**

*Sr. Dir. of Customer and Trip Health*

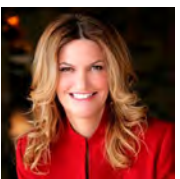
*Expedia Group*



**Phil Terry**

*Founder and CEO*

*Collaborative Gain*



**Sherri Thomas**

*Founder and President*

*Career Coaching 360*



**Daryl Travis**

*CEO*

*Brandtrust*

***"Never has our resolve to adapt been tested so thoroughly, as it has in these past few months. Yet our agility and pragmatism in the face of these trials has helped our industry identify new opportunities and cultivate distinctive capabilities that will serve our clients in this moment and for years to come."***

***- Diane Surette***



# INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

*Click on picture to view LinkedIn profile*



**Tim Urmston**

*President*

*SEEK Company*



**Michael Vigeant**

*CEO*

*GreatBlue Research, Inc.*



**Randy Wahl**

*President*

*M/A/R/C Research*



**Anita Watkins**

*Global Head of Qualitative*

*Kantar*



**Brett Watkins**

*President*

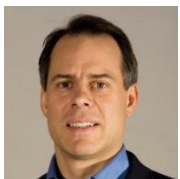
*L&E Research*



**Jacsi Weber**

*Consumer Insights Manager*

*The Wendy's Company*



**Dan Wheeler**

*SVP of Marketing and Innovation*

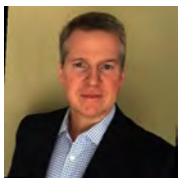
*Wahlburgers*



**Monika Wingate**

*CEO*

*Digsite*



**Dan Womack**

*Head of Insights*

*Aflac*



**Kristi Zuhlke**

*CEO*

*KnowledgeHound*

*"Our world is changing rapidly due to the 2020 global pandemic causing brands to face an even tougher competitive landscape than before. This makes understanding the changing mindsets and behaviors of consumers absolutely vital to success. Qualitative research goes beyond soundbites to understand the deeper motivations and cultural and social influences on human behavior. It's an exciting time to help clients understand people to inspire brand growth."*

*- Anita Watkins*



## MORE INFLUENTIAL PEOPLE IN THE INSIGHTS INDUSTRY

[Click on picture to view LinkedIn profile](#) | Added 7/7/2020



**Fiona Blades**

*President & Chief Experience Officer*

*MESH Experience*



**Laura Drews-Freund**

*Co-Owner and CEO*

*Cranbook Search Consultants*



**Scott Hanson**

*MSMR Program Director*

*University of Texas at Arlington*



**Chris Hauck**

*Consultant*

*HauckEye*



**Glad Markunas**

*VP Consumer Insights*

*US Sports Camps*



**Ayalla Ruvio**

*Associaite Professor*

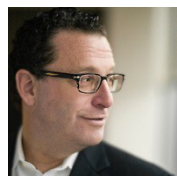
*Michigan State University*



**Sanford Schwartz**

*Partner*

*Phoenix Marketing International*



**David Shanker**

*Founder*

*David Shanker Consulting, LLC*



**Nick Thomas**

*Consultant*



**Susan Waltman**

*Global President*

*Ipsos*

***"We have always wanted to be listened to by the C-Suite. Now we have the opportunity to be heard. At this pivotal moment clients are hungry for agile intelligence to make decisions with confidence."***

***- Fiona Blades***



## GRIT REPORT'S INNOVATIVE SUPPLIERS

[Access the Full June 2020 GRIT Report here](#) | [Click on logos to view company website](#)

1.  Ipsos
2.  lrw
3.  hotspex™
4.  PRS  
IN VIVO
5. **KANTAR**
6. **zappi**
7. **qualtrics<sup>XM</sup>**
8. **nielsen**
9.  dynata™
10. **DIG**  
i n s i g h t s
11.  Voxpopme®
12.  **SKIM**
13. **delvinia**
14.  SHAPIRO+RAJ



## GRIT REPORT'S INNOVATIVE CLIENTS

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1. 
2. 
3.   
Unilever
4.  **PEPSICO**
5. 
6. **amazon** 
7. 
8. **MARS WRIGLEY**
9. 
10.   
Microsoft
11.   
COLGATE  
PALMOLIVE
12. 
13. 
14.   
Nestle

## INSIGHTS ORGANIZATIONS

*Click on logos to learn more about each organization*



# INSIGHTS PODCASTS

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## EMAIL NEWSLETTERS

*Click on logo to learn more about each newsletter*



## CAREER SEARCH WEBSITES

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## SEARCH CONSULTANTS

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MORGAN SEARCH  
INTERNATIONAL



trusted**talent**



# MARKETING RESEARCH GRADUATE PROGRAMS

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UNIVERSITY®



**MICHIGAN STATE**  
UNIVERSITY



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON



**RUTGERS**

**SIUE**

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE



**TEMPLE**  
UNIVERSITY



**UNIVERSITY OF**  
**GEORGIA**



**UNIVERSITY OF**  
**SAN FRANCISCO**

CHANGE THE WORLD FROM HERE



**UNIVERSITY OF**  
**TEXAS**  
**ARLINGTON**



marc

# TRAINING PROGRAMS

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## MODERATOR



BURKE INSTITUTE





## TRAINING PROGRAMS

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## CONTINUING EDUCATION



BURKE INSTITUTE



UNIVERSITY OF  
GEORGIA





## 5 minutes now - A Lifetime of Knowing Yourself Better!

On your journey, choices stand in front of you and the path you choose is important. Be less confused, be happier and save time by understanding how to make the most of a transition and what is really right for you...

The AcuMax Index 5-minute assessment will help you, know you! Your 12 custom reports will help bring clarity to:

1. Determine the ideal working environment you will thrive in.
2. How you buy in to new ideas and process communication.
3. Understand your decision-making process.
4. Maximize your unique strengths and have insight to minimize your limitations.
5. Prepare for your interview with interviewing questions that are unique to your wiring.
6. Know "Why" you are you!

Please feel free to reach out with any questions.  
We are here to help.

Those in transition due to the COVID-19 pandemic, please utilize this valuable resource. Click the link below and the discount code "IRG2020" for a reduce rate on the AcuMax Index.



**Jay Hawreluk**  
Founder & CEO

<https://www.acumaxindex.com/individual/>  
Use discount code IRG2020

# Career Coaching 360



## Career Change Resources - Career Coach Sherri Thomas

Start here to get the strategies, tools and framework to change your career.

My clients know  
**3 things...**

1. I teach them the art of mastering their own career.
2. I teach them how to find their passion.
3. I show them how to find high quality, high paying jobs.

### Sherri Thomas

Career Coach & Leadership Coach

480-636-8899

[Service@CareerCoaching360.com](mailto:Service@CareerCoaching360.com)

# Career Coaching 360



**HARPETH**  
MARKETING

Marketing for the Market Research Industry

## 9 WAYS TO MARKET YOURSELF BETTER!

Whether you're a recent MSMR grad who wants to break into the industry, someone who's been laid-off and is looking for a new opportunity or a seasoned pro in search of your next career challenge, the **#1** way to achieve your goal is to **market yourself effectively**. Here are 9 ways to do that...

- 1. Participate** - Discussions on industry bulletin boards and in targeted LinkedIn groups; share your thoughts, ideas, knowledge and expertise. And don't sell... focus on adding value.
  - 2. Present at conferences** - Nothing will enhance your credibility like public speaking. Reach out to event organizers to find out about upcoming speaking opportunities.
  - 3. Present a webinar** - We don't all get selected to speak at conferences, so create your own speaking opportunities by delivering a webinar. Then record the webinar and share it afterward.
  - 4. Write** - With deep knowledge of a particular methodology, industry or market segment, you need to write about it. Frequently. Post the articles on your LinkedIn profile or even submit them to Quirks, GreenBook and others to see if they'll publish them.
  - 5. Develop a video series** - As an alternative – or complement – to blogging, create a video series. Today's technology makes it easy to create and edit videos... and hosting them on YouTube or Vimeo is easy.
  - 6. Create a podcast** - Do you know a bunch of people in our industry... people that others would like to hear from? Then create a podcast and share the interviews.
  - 7. Support your associations** - They can all use volunteers... on committees, for day-to-day support or on-site during a conference. It's a great way to meet people in our industry and be recognized for your help.
  - 8. Be seen** - If you want to be seen as someone significant in our industry, then you need to 'be seen' - literally. Attend conferences and network like crazy. Then follow-up with everyone you meet.
  - 9. Find influencers** – the people in this industry who seem to know everyone. Reach out to them and curate a genuine relationship. You never know where it will lead.
- A final comment...** be patient. Like any marketing plan, marketing yourself takes time. Plan your work... then work your plan.



Steve Henke is Founder & President of Harpeth Marketing, Specialists in marketing & sales solutions for the Market Research Industry. You can reach him at [Steve@HarpethMarketing.com](mailto:Steve@HarpethMarketing.com).





*Melanie Courtright*  
CEO

The economic fallout from the COVID-19 crisis has been severe for many companies and individuals throughout Insights. The Insights Association has played a leading role in providing support during this difficult time.

IA membership enables access to its **Career Center**, which offers job seekers several free resources, including the ability to upload resumes, get a complimentary resume review, and create customized job alert emails based upon specific criteria.

The association has hosted numerous free forums to discuss important issues, such as navigating the CARES Act and other relief measures and providing advice and encouragement to job seekers. Recordings and transcripts from these sessions, along with the latest guidance from the government, insights industry-focused sentiment surveys, and a long list of COVID-19-related consumer research may be accessed on IA's [COVID-19 Resources page](#).

Consumer Insights and Data Analytics will play an essential role in the global economic recovery and the Insights Association will be a vital resource to guide the way forward. Please reach out to IA for more information.

### **Free Membership**

In an effort to give future insights professionals a leg-up on their careers, the Insights Association is offering free Individual membership to college students. To join, please complete and submit [this form](#).

Those laid off due to the COVID-19 pandemic and based in the U.S., Canada, and United Kingdom may also utilize free Individual memberships. To join, please complete and submit [this form](#).



**"An easy and effective way to promote yourself and build your brand"**

- Terry Sullivan

## Branding and Keyword Optimization Strategy

LinkedIn is the number one online networking tool worldwide. It's the first place your key contacts, prospects and clients will go to learn more about who you are, what you do and how you can help. Having a strong, consistent online and offline brand throughout your marketing and networking efforts will help you build brand awareness, loyalty and trust over a period of time. It will help you build solid relationships over time that will help you get new clients and land new jobs.

Below are our favorite 12 LinkedIn Branding and Social Selling tips that will help you get found online and tell professionals who you are, what you do and how you can help. Please take a look and reach out if you have any questions or needs. We would be happy to help!

1. Keep your name simple. First and Last name only.
2. A simple, clear headshot. At least 400x400 pixels
3. Your branding headline is an excellent way to differentiate yourself from the competition and what value you can bring to others.
4. The contact info section should be filled with easy to reach contact including phone number, email, and website.
5. Your summary section should be written in first person. Answer questions like, "Who are you?", "How can I help you?", and "How can you help me?" Be interesting and personal.
6. Include photos, videos, and websites to your summary as an extended way to showcase your experience.
7. In the skills and expertise section, place the top 15 words most relevant to your brand first.
8. Within your experience section, list all relevant positions you have held. Focus on key benefits you provided to the companies you worked for.
9. The best way to get a prospect interested in you is for them to see how you have helped others. Seek out at least 2 recommendations.
10. Include all relevant education, not just college, but also technical skills and certificates.
11. If you manage a company LinkedIn page, keep information up to date and include background information.
12. Join at least 3-6 LinkedIn groups: large groups in your region, industry, profession, and those related to your personal interests.

# GET TO KNOW US

The Marketing Research Education Foundation (MREF) is our industry's philanthropic arm. We're connecting the MR Industry and working to improve childrens' lives.

MREF is mobilizing our industry to join together and improve access to education for kids worldwide. Our impact includes:

- > Raising \$60,000 for Feeding America and Food Banks Canada to provide meals for those in need during the COVID-19 pandemic
- > Ongoing sponsorship of the class of 2029 at The Joseph School in Haiti. Our annual gift helps provide school supplies, curriculum, uniforms and shoes, transportation and two meals per day
- > Annual grants to organizations throughout North America that are committed to improving the lives of children in their communities

We are currently planning our 2020-21 campaign and would **love your help!**

[CLICK HERE TO LEARN MORE](#)

## OUR MISSION

To unify, inspire and activate the marketing research community to focus its collective resources to educate children and youth worldwide.



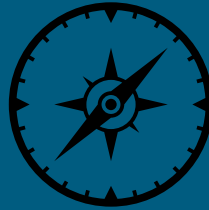
# MREF

Marketing Research  
Education Foundation

[MRGivesBack.org](http://MRGivesBack.org)



# NAVIGATING YOUR JOB SEARCH THROUGH THE COVID CHAOS



**IDENTIFY YOUR STRENGTHS  
FIND YOUR PASSION  
PRIORITIZE & AVOID BURNOUT**

**COACHING SESSIONS INCLUDE:**

**Interview Coaching**

**Strategic Career Planning**

**Resume and LinkedIn Profile Reviews**

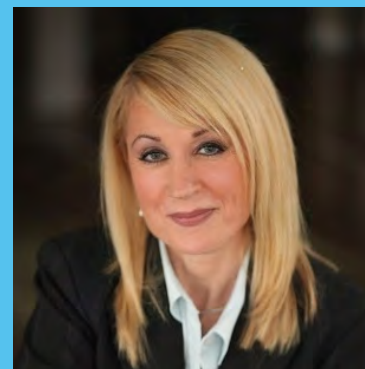
**Leveraging Networking and Social Media**

**Special low rates for Individual Insights Association Members**

**Laura Drews-Freund**

**Co-Owner, Cranbrook Search**

**[laura@cranbrooksearch.com](mailto:laura@cranbrooksearch.com)**







## YOUNG PROFESSIONALS GRANT

The Young Professional Grant (YPG) celebrates the next great generation of young qualillies. This program was created in 2014 to help advance young qualitative researchers' careers via access to networking and educational sessions at the QRCA's Annual Conference. Since 2014, we have awarded 83 ambitious qualitative researchers that are making a difference in the world this valuable opportunity.

Grants cover all conference registration fees, a USD \$1,300 value, plus a one-year QRCA membership, a USD \$175 value, and are awarded to up-and-coming young adults aged 35 years and younger.

In case you don't know us yet, the QRCA is a not-for-profit association of researchers involved in designing and implementing qualitative research, consisting of moderators, ethnographers, consumer experience specialists, online qualitative professionals, social media experts, branding and strategy authorities and more.

[Click here to learn more about the Young Professionals Grant](#)

# MEET THE QRCA 2020 YOUNG PROFESSIONALS GRANT RECIPIENTS



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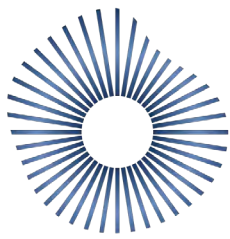
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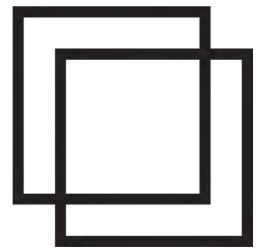
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## TRANSCRIPTION COMPANIES

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*Thank you for using the Insights Resource Guide (IRG). Our hope is IRG has provided you with some additional knowledge and direction as you build your career in the insights community.*

*I personally consider every one of the influential people and resources referenced in the guide to be invaluable in understanding how to adapt as needed and positioning yourself for long term success in the ever-changing insights industry.*

*Please share this guide so others can benefit as well. To all of my friends and industry contacts, thank you for supporting me during my journey. For those I have yet to meet, please don't hesitate to reach out. I look forward to further discussions and getting to know you. And if there are people or resources you feel we have missed, feel free to add your own resources when you share this guide.*

*Like many insights professionals, I started in this industry by accident as an interviewer. Decades later and a little wiser, this is without question the greatest industry in the world!*

*I hope you feel the same way!*



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