Immersion Days

Consumer Consulting Boards

Niels Schillewaert returned this past October to UGA for an all-day workshop offering our MMRs a view into online research communities. As Managing Partner and Co-Founder of InSites Consulting, Niels offers invaluable insights into the research world. InSites has had great success with online research communities, recently winning another ESOMAR Award for their Dannon Consumer Consulting Board. Niels reveals a key to successful online research communities is keeping participants active any way you can – you want them to want to participate and have a positive brand touchpoint experience after they leave the board. Finding ways to gamify the board is a vital way to keep traffic continual, especially for long studies. We thank Niels for demonstrating the multidimensional use of consumer consulting boards within a wide range of consumer product and service industries, such as Unilever, Heineken, Ikea, and Air France. Every year our students leave Niels’ presentation captivated and intrigued to learn more.

Data Visualization

In February, Kristen Downs offered a workshop on the very timely and ‘hot’ topic of Data Visualization. A graphic specialist with MMR Research Associates, Kristen has over 20 years of expertise in the marketing research industry. In an expertly designed presentation and interactive exercises, Kristen focused on three main areas. The first, display selection, outlined strategies for choosing an appropriate display. For example, to effectively communicate display preference allocation, a horizontal bar chart is a good choice. The second area focused on chart formatting by presenting best practices for data

From the Director

THE FALL CAREER FAIR AND ADVISORY BOARD MEETING

The career was well attended with seventeen firms participating. Following the enthusiastic response to the 2014 Anniversary and Research Summit, we have committed to another event in Fall 2016. The format will be similar with the Research Summit and Career Fair held at the Classic Center in Athens. We are looking into venues for the opening reception, including the new Correll Hall which houses the Terry College Graduate Programs. Please put a ‘save the date’ on your calendars for November 14-16, 2016!

This fall we launched a social media presence for the MMR program (Facebook, LinkedIn, and Twitter). The goal is to strengthen connections with alumni, create a touch point with the connections of our current students, and be more visible to prospective students. We have content such as alumni testimonials, spotlight on current students, events including the Executive Speaker Series, current industry news, and relevant faculty research. The feedback from the MMR board meeting about this initiative was very positive. Please check us out:

Twitter: @ugaMMR
Facebook: www.facebook.com/TerryMMR
LinkedIn: www.linkedin.com/edu/school?id=190011

continued on page 5
Class of 2016

SAMANTHA BAERENWALD
A Wisconsin native, Samantha graduated Magna Cum Laude from Baylor University with a BA degree in Psychology and a minor in Spanish. During her undergraduate years, Samantha worked for The Baylor Lariat, the university’s newspaper, was involved in the Golden Key International Honour Society, and rowed on the Baylor Rowing Club. In addition, she spent a semester abroad in Madrid, Spain studying at Saint Louis University. Last summer, Samantha was a Marketing Intern at Hudson-Sharp Machine Company and she most recently interned at Miron Construction Co., Inc.

JONATHAN BENSON
Jonathan recently graduated Magna Cum Laude from the University of Arkansas. He graduated from the Walton College of Business with degrees in Marketing and Economics and minors in Statistics and Sports Management. During his undergraduate career, Jonathan founded and served as President of the University of Arkansas Club Baseball team and was inducted into Beta Gamma Sigma, the business honors society. Jonathan also studied abroad in Australia and completed internships with multiple small companies around Fayetteville, Arkansas. As part of his undergraduate curriculum, Jonathan completed several research projects including a senior thesis studying consumer perception of major sports franchises and programs.

KARA FANT
Kara graduated Magna Cum Laude from Eastern Kentucky University. She received a B.S. degree in Physics with an Engineering Concentration and minors in Mathematics and Statistics. As an undergraduate, she gained research experience through the University of Michigan’s international REU in Paris, France. She worked at the Louvre’s C2RMF lab studying terahertz spectroscopy. Since graduation, Kara has worked three years in the oil and gas industry. Starting as a Pipeline Records Analyst for Global Information Systems in Lexington, KY, she utilized data mining to manage large groups of data. She then worked for two subsidiaries of Magnum Hunter Resources Corporation (MHR) - Magnum Hunter Production, Inc. as an Engineering Technician in Lexington, KY and Triad Hunter, LLC as a Reserve Technician in Marietta, OH. In Houston, TX, she received training for a petroleum engineering software allowing her to forecast the economic life of oil and gas wells. Along with predictive modeling, her time at MHR involved oil and gas well reserve analysis, managing well production and sales data, tracking drilling and completion budgets, and quality control.

BRETT FINLAY
Brett graduated Cum Laude with honors from the University of Georgia with a Bachelor of Arts degree in Advertising and a minor in Studio Art. She interned with the Marketing Research department at The Coca-Cola Company in Atlanta in the summer of 2014. Her responsibilities included organizing data in Microsoft Excel, summarizing important research reports, and contributing to the idea flow in crucial business meetings. She is well traveled, having ventured throughout Europe in her youth. She participated in a UGA Grady College Maymester to New York City, NY, visiting around 17 different advertising and PR agencies in 2013, and studied abroad in Australia and New Zealand in May of 2014.

ELIZABETH GETTYS
An Alabama native, Elizabeth Gettys graduated Magna Cum Laude from Samford University in 2012 with a Bachelor of Science degree in Business Administration, focusing her studies in the fields of economics and social entrepreneurship. Upon graduation, she served as the Assistant Director of Alumni Programs and External Relations for Samford University. In this role, she managed regional alumni volunteers, assisted with local church relations, and managed all marketing efforts for the Samford Alumni Association and Office of Alumni Programs and Annual Giving. Her marketing responsibilities included developing an overall marketing strategy, managing all email marketing and social media engagement, overseeing print and web design, initiating and executing ideas for major giving campaigns, and monitoring and analyzing all marketing analytics.

ALLISON GRIFFIN
Allison Griffin graduated Magna Cum Laude with her Bachelor of Science degree in Statistics from the University of Georgia in May 2015. She also graduated with High Honors from UGA’s Honors Program after completing graduate coursework as an undergrad. Allison was a clarinet player in the Redcoat Marching Band and Derby Pep Band, earning leadership positions her junior and senior years. Allison gained experience working with data from professors and other professionals through UGA’s Statistical Consulting Center and various labs on campus.
ANNA HEAPE
Anna entered the MMR Program as an honors combined degree student. During her first two years at the University of Georgia, she completed coursework for a BBA degree in Marketing and earned a 4.0 GPA. After completing the MMR Program, she will graduate with both BBA and MMR degrees. Anna worked for two years as a product development researcher for Snell Scientifics, LLC, a pesticide development company based in her hometown of Meansville, Georgia. She also gained research experience as a research assistant in both the Department of Marketing and Infant Study Center at UGA.

MAYURI JOSHI
Mayuri graduated from The University of Texas at Austin in 2010 with a BBA degree in Marketing. Upon completing her degree, she started her career at Google as a Lead Generation and Sales Operations professional, helping the Google Enterprise sales team become more efficient and profitable. Afterwards, she began working at iProfile, a technology start-up, as the primary lead for all online marketing initiatives. Most recently, Mayuri worked at a boutique marketing research agency, April Bell Research Group, where she managed research projects from beginning to end, including proposal creation, screener and discussion guide development, survey implementation, analysis, and report writing.

QUYNH LE
Quynh graduated Magna Cum Laude from Agnes Scott College with her Bachelor of Arts degree in Economics and a minor in Mathematics. During her undergraduate years, she studied abroad in Hong Kong and did a summer project studying marketing activities at an organic food company in Vietnam under the Hubert Scholar Program. Quynh also gained research experience as a research assistant at Data for Solutions, a statistical consulting firm in Georgia, where she gathered information for a statistician to conduct research in housing prices. After graduation, Quynh interned at an e-commerce startup developing its market segmentation and at SalesJunction, a CRM company for small businesses, extracting and cleaning data, developing questionnaires, and creating newsletters for marketing purposes. In her spare time, Quynh likes to spend time with family and learning to cook Indian foods.

CAROL LEE
Carol graduated Cum Laude from The University of Georgia in May 2015, receiving a Bachelor of Business Administration degree with a dual major in Marketing and International Business. Throughout her undergraduate career, she has gained experience through internships, coursework, and several research projects. The desire to seek hands-on research experience led Carol to pursue both a marketing research internship with Your Pie Franchise, where she was involved in a number of marketing promotions for the company on a local scale, and a Research Assistant position in The University of Georgia’s marketing department. Carol also gained valuable international exposure through a study abroad semester in South Korea, where she interned with Vingle Corporation, a start-up social media company. As a fluent Korean speaker, she was heavily involved in the English marketing division, where she translated and edited various articles and materials for the company from Korean to English.

ELIZABETH MALOTA
Elizabeth is a true Texan, who graduated Cum Laude from Sam Houston State University with a BBA degree in Marketing. During her undergraduate career, Elizabeth participated in a variety of market research activities. She participated in the National Student Advertising competition in 2014. Elizabeth was on the market research and message strategy teams, and conducted primary and secondary research. In spring of 2015, Elizabeth participated in Sam Houston State University’s Undergraduate Research Symposium. For this research project Elizabeth collected primary research on Interactive Marketing Associations in order to provide benchmarking and best practices for the Houston Interactive Marketing Association. As an undergraduate, Elizabeth participated in two study abroad trips. The first trip was with Angelo State University in 2013, and gave an introduction to Europe, as she visited Spain, Bulgaria, Greece, Italy, and France. In 2014, Elizabeth traveled with Sam Houston State University to the United Arab Emirates. These experiences have fueled her passion for understanding people and the cultures they live in.

SARAH NEADLE
Sarah received her BS degree in Psychology from the University of Central Florida in Orlando, Florida. During her undergraduate years, she was employed as an Intern, for three summers, at Vistakon Division of Johnson & Johnson Vision Care, Inc. in Jacksonville, Florida. Throughout her time at Vistakon, Sarah got the opportunity to work in multiple departments and a variety of roles. During her third summer as an Intern, she was in the Emerging Technologies Department where she worked with project teams to gain marketing research insights on up-and-coming product concepts.

continued on page 4
CLASS OF 2016
continued from 3

ALEXANDRA OBRADOVICH
Alexandra received dual B.S. degrees in Marketing and Entrepreneurship from Elon University in 2014. Originally from Pittsburgh, she moved to Atlanta after graduation and completed a 7-month internship at the PulteGroup in their market research department. Alexandra was part of the consumer insights team where she contributed to quantitative and qualitative research projects. Her responsibilities included coding open-ended responses, designing surveys, writing reports, and supporting focus groups nationwide.

GABRIELLE SANTLEY
Elle graduated Summa Cum Laude with her Bachelor of Science degree in Sociology from Arizona State University in 2011. During her undergraduate years, Elle worked on several research projects gaining valuable experience in data collection and data processing. Upon graduation, she worked for one year as a Lead Field Researcher for a research study conducted in Phoenix, AZ by Harvard University and then obtained a full time Research Analyst Assistant position at Arizona State University. Her experience in educational research has exposed her to both qualitative and quantitative research and given her experience in data collection, survey design, coding, and project management.

SCOTT SCHMALTZ
A native of Colorado, Scott graduated Cum Laude from the University of Northern Colorado with a BS degree in Business Administration with an emphasis in Marketing and a BA degree in Psychology. As an undergraduate Scott was a research assistant in the psychology lab of Drs. Michael and Kristina Phillips where he was responsible for data collection and analysis as well as training new research assistants. While in this lab he also co-authored and presented a paper entitled, “The relationship between marijuana use, personality traits and academic performance in college students.” He also gained experience in research and leadership through various classes and officer positions in various clubs and organizations. Scott also enjoys traveling and was able to do a study abroad in Vilnius, Lithuania and travel to London, England; Dublin, Ireland; and Brussels, Belgium as an undergraduate.

FARAH SIAM
Farah graduated from the University of Dhaka, Bangladesh in 2013 with a Bachelor of Business Administration degree in Marketing and a minor in Finance. Her degree also holds the University Honors Distinction. After graduation she worked at Standard Chartered Bank Bangladesh as a Relationship Manager. Primarily a sales role, Farah used various market research techniques to understand her portfolio of customers and achieve set targets. After two years at the bank, she decided to return to school to earn a Masters of Marketing Research degree.

ANDREA STEVIE
Andrea is a Research Analyst with over three years of experience at Cincinnati-based custom marketing research firm, Directions Research. At Directions, Andrea is best known for her innovative approach to data visualization and her ability to produce deliverables that are concise, yet highly effective in communicating key insights and actionable recommendations to clients. Andrea graduated Magna Cum Laude with a BS degree in Marketing from Northern Kentucky University in 2010. While at NKU, she also worked as a Marketing Intern at Kroger headquarters in Cincinnati and enjoyed a semester studying at the American University in Dubai.

NIKKI STUENKEL
Nikki graduated Summa Cum Laude from the University of Georgia earning a BS degree in Psychology and an ABJ degree in Advertising. During her undergraduate career she was one of six students selected for the highly competitive Grady PhD Creative Collective Scholars externship. The team spent six months researching millennials’ consumer insights, specifically in the general retail, fashion, footwear, and beauty categories. Nikki gained valuable experience collecting insights through in-depth research interviews, “shop-along” visits and secondary research. The research amassed was compiled into a 76-page plans book and presented in New York to an audience of over 65 company representatives and executives. In addition, she furthered her research skills and knowledge of the brain while working as an Undergraduate Lab Assistant at UGA’s Brains and Behavior Laboratory.

KATHERINE SULLIVAN
A native of North Carolina, Katherine Sullivan graduated Magna Cum Laude from Clemson University with dual-degrees in Marketing and Psychology with a Business Administration minor. As part of her coursework, Katherine completed the Clemson Sales Certificate Program. During her undergraduate years, Katherine interned with The Vanguard Group, an investment management company, within the Retail Retirement Center in Charlotte, North Carolina. Additionally, she gained research experience through various research teams and the completion of an honors thesis focusing on the relationships of emotional states and task performance during sleep deprivation.
IMMERSION DAYS  
continued from 1

FROM THE DIRECTOR  
continued from 1

PROGRAM STATISTICS
The class of 2016 enrolled 19 students (from 27 who were accepted). Of those who did not enroll, three students deferred admission, three chose other (non MMR) master’s programs, and two are working full-time. Two-thirds of the class earned their undergraduate degrees from non-Georgia U.S. colleges or universities. Forty-two percent received their undergraduate degree in 2015 with the rest having full-time work experience. Sixty percent of the class of 2015 accepted offers on the supplier side. Slightly more than half have relocated outside of Georgia including Los Angeles, Cincinnati, Indianapolis, Washington DC, Baton Rouge, Charlotte, and Winston-Salem.

Placements: Class of 2015
- Added Value
- BCBS
- Bellomy
- Chick-fil-A
- Duke Energy
- Eli Lilly
- Hilton Worldwide
- Lieberman Research
- Millward Brown (3)
- SKIM (2)
- Toyota USA
- 84.51

ADVISORY BOARD
The Advisory Board is comprised of recognized leaders in marketing research from a broad cross-section of client and supplier firms. Board members provide strategic and curriculum guidance to the program, share their experiences including new methodologies and practices via the Altria Executive Seminar Series, and provide placement opportunities for students.

- Altria
- Anheuser-Busch
- BBDO
- Bellomy Research
- Burke, Inc.
- CASRO
- Consumer Insights
- Directions Research, Inc.
- Eli Lilly and Company
- InSites Consulting
- Johnson & Johnson Vision Care
- JPMorgan Chase
- Kimberly-Clark
- Lowe’s Home Improvement
- Lynx Research Consulting
- M/A/R/C
- Merck & Co., Inc.
- Millward Brown
- MMR Research Associates, Inc.
- The Coca-Cola Company
- The Marketing Workshop

ADVISORY BOARD STEERING COMMITTEE
Board Chair: Rob Arnett
Past Chair: Jeff Miller
Chair-elect: pending

Co-Chairs of Corporate Outreach Committee: Niels Schillewaert and Betsy Sutherland

Co-Chairs of Student Skills Committee: David Sackin and Leslie Schall

Chair of Alumni Engagement Committee: Mike Courtney

MMR Director: Charlotte Mason

MMR Graduate Coordinator: Marcus Cunha

MMR Students of the Year (ex officio): Kevin Smith (MMR ’14) and Cori Deutsch (MMR ’15)

display. These include avoiding 3-D charts and shadows, as well as many more subtle tips for creating clean, modern and effective data displays. The final area focused on slide design including the optimal use of white space, designing headlines, and guidelines for text formatting. With a variety of interactive group exercises and a number of real before and after examples, it was a valuable workshop which everyone can put to immediate use. We look forward to welcoming Kristen back to share her expertise with the next class.

Immersion Day with Kristin Downs
Snapshots from the Class of 2016
Correll Hall

On September 18, before a crowd of hundreds, the Terry College of Business dedicated Correll Hall, Phase I of its future home, the Business Learning Community, and ceremoniously broke ground on Amos Hall, the centerpiece of the project’s second phase. Correll Hall is named for A.D. “Pete” Correll, chairman emeritus of Georgia-Pacific and a Terry College alumnus, and his wife, Ada Lee Correll, a graduate of the UGA College of Education. Amos Hall is named in honor of Daniel P. Amos, chairman and CEO of Aflac and a Terry College alumnus.

“As the times have changed, so has the Terry College, which has remained on the leading edge—always adapting in order to prepare the next generation of business leaders,” said UGA President Jere W. Morehead. “The Business Learning Community was born out of this pioneering spirit and commitment to excellence.”

Student Team Projects

This year’s students are at work on seven different team projects. The Coca-Cola team is investigating the salience of brands of ready-to-drink iced teas among millennials. Students on the Newell Rubbermaid project are working to understand college students’ use of food and beverage on-to-go containers. The Eli Lilly project is investigating the application of models of customer loyalty and preference in the pharma industry. A project with Lowe’s Home Improvement is focused on the measurement of programmatic advertising. Students on the 84.51° team are analyzing college students’ grocery shopping behavior. The project with HanesBrands is focused on exploring on-line purchase behavior in the context of selected apparel items. Finally, the Walton EMC team is profiling their natural gas customers and investigating consumer behavior & attitudes pertaining to choice of natural gas provider.

Brief summaries of the projects will be given at the Spring Advisory Board meeting scheduled for May 4.
Where are UGA MMRs now?

By searching LinkedIn, to date we are able to locate 500 of the 600 MMR alumni. The largest current employer is Eli Lilly with thirteen MMRs, followed by The Coca-Cola Company, M/A/R/C, and Millward Brown each with eleven. Ten alumni are at dunnhumbyUSA/84.51°. Directions Research has nine MMRs, and Bellomy Research, Burke, Inc. and Newell Rubbermaid each have seven. Georgia-Pacific, Lieberman Research, MMR Research Associates, and Nielsen all have six MMRs. The word cloud below summarizes the current status.

Alumni Corner

2009

Remy Denton has joined SKIM as a Research Manager in their Atlanta office effective December 1.

Mike Kessling has moved from Kids II to The Coca-Cola Company where he is Senior Research Manager – Food Service. His work supports Coca-Cola restaurant customers and the food service business with a particular focus on the Coca-Cola Freestyle machine. He reports that it has been a great move – the many MMRs on the Knowledge & Insights team offer an excellent network which has been very welcoming.

2005

Heather Randolph is in her 10th year of service with Eli Lilly where she recently began work with the Animal Health Division, Elanco, as a Global Marketing Consultant. In addition, she is happy to announce the birth of her third child, a daughter, Ava Leigh Randolph, born June 10th.

We Want to Hear from You!

Please send your news via email to: jmeyer@uga.edu or cmason@uga.edu

Terry College of Business
Master of Marketing Research

Benjamin C. Ayers, Dean
Charlotte Mason, Director, MMR
Marcus Cunha, Jr., Graduate Coordinator, MMR
Jamese Meyer, Program Coordinator, MMR

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