The MMR class of ’18, family and faculty enjoyed a graduation dinner at the Athens Country Club where Tyler Krug received the Student of the Year Award, Caroline Brown received the MMR Stewardship Award, and professor John Hulland received the MMR Teacher of the Year Award. Tyler joined Kantar Millward Brown in Atlanta and Caroline joined Eli Lilly in Indianapolis. Congratulations to all — very well deserved!

Another highlight of the evening was the presentation of the MMR Class Gift. With a record 100% participation by the graduating class, the 2018 Class Gift totals $17,467 which will help fund student assistantships, software, and expenses for students to attend the IIEX conference in June. Thanks to the entire class for this generous class gift.

The class of 2018 have moved on to jobs, with all 17 students accepting offers prior to graduation. The supplier side firms that hired MMRs were: 84.51°, Deloitte Consulting, Ipsos, Kantar Added Value, Kantar Millward Brown, Kantar TNS (2 students), Mather Economics, MMR Research Associates, and SKIM. Seven students have joined the following client firms: Chick-fil-A, Duke Energy, Eli Lilly (2 students), Lowe’s, LPL Financial and Turner Broadcasting. Geographically, nine are staying in Georgia, three are headed to North Carolina, two to Indiana, and one each to Ohio, Washington D.C. and New York City.

It is hard to believe that the summer semester is over and that the class of ’19 is at full speed ahead! We are very excited about the caliber of the class and pleased our efforts to grow the class size paid off. The class of ’19 is composed of 26 students, the second largest class in the history of the MMR program! This growth was one of the goals we stated last year given the demand we have had for our students. Many offers have been left on the table in the past few years and we believe the industry deserves the influx of MMR talent and young talent deserves the chance to discover the exciting industry of research and insights.

Such growth, however, also puts pressure on the program regarding raising funds to support scholarships and activities, and time allocated by faculty, staff, and alumni to work with students, and the number of employers needed to place the class by graduation fully. Thankfully, our alumni network and board members strongly support the program both in terms of financial support and time commitment, and we hope to grow this support as we intend to maintain the class size in the 25–30 students range for the years to come. We are also very thankful for the engagement of our board of directors. This past year, the board led efforts to revise the curriculum and enhance the relationship between the MMR program and corporate partners. We are happy to announce many of the suggestions have already been implemented in the curriculum (e.g., dashboards, Tableau, survey design, fusion of multiple datasets). We believe these changes will allow us to stay in
STACEY ADKINS
Stacey graduated magna cum laude from the University of Georgia in May 2018 with her BBA degree in marketing and a minor in statistics. During her undergraduate years, Stacey was a member of the American Marketing Association where she served on a client team for The Coca-Cola Company. As a part of the team, she conducted on-campus research into the consumption habits and barriers to consumption of Coke-trademarked products by students at UGA. Most recently, Stacey had the opportunity to intern at UPS Global Business Services in Atlanta as a strategy intern where she conducted benchmarking research to guide UPS’s five-year growth plan. Beyond benchmarking UPS’s position compared to competitors, Stacey was in charge of uncovering new insights tools that UPS executives could leverage in future decision making.

ADITYA ATHREYA
Aditya graduated from National Institute of Technology, Trichy (India) with a degree in civil engineering. His analytical background and ability to leverage statistical methods for problem-solving led him to accept a decision analyst position at ZS Associates, specializing in customer insights. Over the past three years at ZS, he had the opportunity to guide some of the key players in the pharmaceutical industry in profiling their customer base, uncovering and prioritizing their portfolio by tracking product performances and customer beliefs for products with multi-billion dollars in annual sales. From implementing traditional marketing research techniques, such as conjoint analyses, to understanding the evolving attitudes and the future of the onco-immuno healthcare landscape and designing an innovative and dynamic tournament-style approach to help a Fortune 500 biotech company increase customer engagement, Aditya has enjoyed fostering his expertise in the fundamentals as well as innovations in the marketing research field. Curious to understand the cognitive processes underlying decision making, Aditya’s passion lies in taking up new challenges and nurturing thought partnership with his clients.

MICHAEL BLACK
Michael graduated cum laude from the University of Georgia with a BBA in marketing, a minor in religion, and a certificate in entrepreneurship. Michael spent the spring and summer leading into his senior year interning with Insightpool, a marketing technology company located in Atlanta. During his time at UGA, Michael worked as a student consultant at the Miller Learning Center as well as a mentor and tutor of underprivileged youth through the Whatever It Takes program. Michael is very excited to be a part of the MMR program and hopes to be able to apply what he learns in the MMR program to help his future employer to develop actionable insights.

ADRIENNE BRAUCH
Adrienne graduated magna cum laude with a BA in economics from Vanderbilt University in May 2018. She minored in French and corporate strategy and was inducted into the Phi Beta Kappa Society. During her undergraduate career she gained valuable research experience through several internships. At Macroeconomic Advisors, an economic modeling firm, she discovered her passion for working with data and making predictions based on econometric models. She also conducted several research projects on topics such as historical labor trends by gender, and weather impact on GDP. Most recently, she worked at Nestlé Purina in the Consumer and Marketplace Insights Department as a digital and media insights intern. In this position, she was responsible for measuring in-market paid media campaigns, providing recommendations for future media planning, and developing surveys that aligned with brand objectives. Adrienne is looking forward to applying her experiences from both the classroom and her internships in the MMR program and beyond.

JOEY DEUTSCH
Joey graduated with a BBA degree in risk management and insurance from the University of Georgia in May 2016. During his time at UGA, he was an active member of Pi Sigma Epsilon, the leading professional marketing and sales management fraternity. Over the past two years Joey worked as an underwriter with AIG’s foreign casualty group. Most recently,
Joey completed an internship at SKIM where he conducted qualitative and quantitative research for large clients such as AT&T and Cox Automotive.

ABIGAIL DUDMAN
Abigail graduated cum laude with a BBA degree in marketing from the University of Georgia in 2018. She began her college career studying biology with the intention of attending vet school but decided after her second year that analytics was her true passion and majored in marketing. She gained relevant experience by interning with The Big Fake Wedding where she developed and implemented social media strategy. Abigail is looking forward to another year at the University of Georgia, and is excited for the high-level of marketing research education she will receive as an MMR candidate.

SARAH HOWE
Sarah graduated magna cum laude from Florida State University, with a BS degree in entrepreneurship. Through her undergraduate program, Sarah received a loan to pursue her own venture. Participating students were required to develop a marketing strategy, analyze their consumers, and maintain financial statements. This experience helped her obtain an internship with Tacospeak, a taco shop in Tallahassee, Fla., where she worked her way into a leadership role, directing other interns to elevate brand impact. While holding this position throughout her time at Florida State, Sarah also pursued an internship in risk control with SuperValu. In this role she was responsible for researching policies and developing operating procedures. This experience led to an internship with Capital City Bank, where she focused on market research for commercial loans. Sarah completed two major projects for the bank’s vice president, helping to determine gaps in consumer data. During her senior year, Sarah completed consumer research for the Jim Moran Institute helping to advance a program which supports Veteran-owned businesses.

JESSICA KAY
Jessica graduated magna cum laude from California State University, Chico with a BS degree in business administration and an emphasis in marketing. As an undergraduate she studied operations management and business leadership in Turino, Italy. During her junior year she worked on a research project focused on college students’ perception of corporate versus local coffee shops and how it affected their purchase behavior. After graduating, Jessica moved to Orlando, Fla., where she worked at the Walt Disney World Resort and realized her strong interest in marketing research. In 2017, she returned to California to intern for ExecuteNow, a local marketing research firm focused on quantitative research services. Jessica gained relevant experience in designing and revising surveys, observing focus groups, and organizing product testing for clients including Clorox, Ajinomoto Foods, CytoSport and Epson. She is very excited to pursue her passion and begin a career in marketing research.

BLAKE KOLE
Blake graduated cum laude from the University of Georgia in December 2017 with a BBA in marketing. As a student, Blake worked as a marketing research intern for a local Athens pizza restaurant. During this internship, he gathered and analyzed consumer data and presented his findings to management detailing various aspects of a complex consumer base. Blake also worked as a member, promoter, and booking agent of a local Athens rock band in which he managed social media pages and used various digital marketing tools to promote awareness and interaction among fans and followers. Blake also worked on various semester-long class projects, one of which was a conjoint analysis of the significant factors that go into consumers’ decision-making process when they purchase ground coffee at supermarkets. Blake is very excited to continue his journey in the exciting and fascinating career field of marketing research and is grateful to be doing so at the University of Georgia.

SAMANTHA KUSUMA
Samantha graduated from the National Chung Hsing University, Taiwan, in 2017 with a BSc degree in agribusiness. During her undergraduate years, she gained valuable experience and insights in marketing research after joining her department’s virtual company project, interning at 3H Farm, LLC Taiwan Branch, and becoming a research assistant to her agribusiness marketing professor. As a research assistant, she was actively involved in literature review, survey design, data collection and analysis, and reporting on several different projects related to ASEAN countries. Being able to contribute to solving real-world marketing issues gives her a sense of accomplishment. Therefore, she cannot wait to experience all the opportunities that the MMR program will open wide for her!

HANNAH MAISEL
Hannah graduated summa cum laude from Clemson University in 2018 with a BS in marketing and a minor in political science. During her time at Clemson, she was named a Thomas F. Chapman Leadership Scholar and received the marketing department’s annual award for marketing research. As an undergrad, she worked extensively on multiple marketing research projects including qualitative research on brand positioning at music festivals with MMR alumna Dr. Anastasia Thyroff and consumer behavior research on how dimorphous emotions affect consumer product preferences. She gained practical marketing experience as an intern at Ernst & Young’s Dublin branch.
office where she worked on launching campaigns to expand EY’s advisory services. Hannah became interested in marketing research when she interned at Construction Information Services Ireland where she conducted research to identify key markets to expand the firm’s activity into Northern Ireland. Hannah is an avid concertgoer, can always be found listening to the podcast Radiolab, and is definitely in the mood for Mexican food.

**COLLIN McALPINE**
Charlie graduated cum laude from the University of Georgia with a BBA in marketing and a minor in statistics in May 2018. During his undergraduate career, Collin also became a member of the University of Georgia’s chapter of the American Marketing Association. He gained relevant work experience by interning as a marketing analyst for an app development company. Collin looks forward to being a Double Dawg and being a member of the MMR class of 2019.

**DANIEL McFARLAND**
Dan graduated cum laude with a BS degree in psychology from Northeastern University in May 2017. There, he gained research experience in social psychology, working on projects ranging from threat perception to body image. Dan then went to work for Dana-Farber Cancer Institute in the Center for Community-Based Research in Boston where he worked on projects focusing on the impact of tobacco advertising in minority populations. By applying quantitative and qualitative analysis, Dan was able to learn how different aspects of an advertisement can best be combined to create an anti-smoking campaign for the LGBT community. Along with looking at marketing related issues in public health, Dan also took on the responsibility of leading the social media presence of a restaurant and did marketing research in multiple forms, from creating customer satisfaction surveys to social media post analysis. Dan looks forward to diving further into marketing research to learn the tools and skills to uncover consumer insights.

**HELEN MCDOWELL**
Helen graduated summa cum laude from Clemson University in May 2018 with a BS in marketing. While at Clemson, she worked as a tutor and peer leader at the Academic Success Center while balancing extracurricular commitments and leadership roles including Delta Sigma Pi and Beta Gamma Sigma. Given her interest in research, she had the opportunity to participate in a qualitative research project for Siemens USA, looking at intergenerational knowledge transfer. Through the Siemens partnership, Helen was able to simultaneously intern and collect data culminating in a presentation to Siemens executives and HR personnel. As a result of her research, she received the College of Business Award for Outstanding Undergraduate Research and was able to present her findings to the Clemson Board of Trustees. Given her passion for and experience in research, she was inspired pursue a masters in marketing research by alumna Dr. Anastasia Thyroff and is looking forward to a future in research and consumer insights.

**Helen Old**
Ashley graduated magna cum laude from Clemson University in May 2018 with a BS in psychology and a minor in business administration and was inducted into the Phi Kappa Phi Honor Society. Throughout her time at Clemson, Ashley was involved with undergraduate research in both the psychology and marketing departments. She had the opportunity to present her psychology research at a few conferences, including the Southeastern Psychological Association annual conference in March 2018. Ashley decided to pursue the MMR program because it suits the combination of her curiosity about human behavior and interest in applied research.

**DAMIAN MILES**
Damien Miles graduated cum laude from the University of Georgia in 2017 where he received a BA degree in psychology and was inducted as a member of Psi Chi, the international honor society in psychology. During his time as an undergraduate, he conducted research in the field of biological sciences, studying the effects of Alzheimer’s disease on the ability of zebra fish to navigate a maze and locate food. As an upperclassman, he found his passion in the field of psychology and honed his research skills and investigated the implications of immediate-return versus delayed-return mindsets on decision making. Damien’s extensive research experience coupled with his enthusiasm for consumer insights has prepared him to become a Double Dawg as an MMR candidate.
Throughout her internship at a law firm of marketing research on a global level.

Kaitlyn was a marketing intern for Anderson Pediatric Dentistry. She worked to maintain their social media presence and worked with local schools to provide dental health information to children. Upon graduating, Kaitlyn worked at the Walt Disney World Resort in Florida as an intern in their college program. She is excited to embark on this year as a MMR candidate for 2019.

Holly recently graduated from the University of Georgia with a BBA degree in marketing with a concentration in digital marketing. Holly is well traveled and has a diverse background expanding her cultural understanding of the importance of marketing research on a global level. Throughout her internship at a law firm she gained relevant experience in digital marketing and understanding the needs of consumers. This work experience fostered her analytical skills which led her to discover her love of market research. Holly is eager to be a “Double Dawg” and launch a unique career in the exciting field of marketing research. She is honored to share this awesome experience with her fellow MMR classmates!

Heather graduated cum laude with a BBA degree in marketing from the University of Georgia in May 2018. Throughout the summer and fall of 2017, she gained relevant experience as a marketing coordinator intern at a moving company. In this role, she was responsible for various networking, grass-roots marketing, and social media projects. In the classroom, she participated in multiple projects gathering quantitative and qualitative data studying consumer-buying behaviors, and conducted marketing research that provided insights to a collegiate apparel store in Athens. Her undergraduate experiences solidified her passion for marketing and marketing research and she is honored to be a part of UGA’s MMR program.

Mary Martin graduated magna cum laude from the University of Georgia in May 2018. Throughout her time in school, she gained experience through a number of internships and class projects. She worked for Sparks Research as a market research analyst tracking social media and fostered her analytical skills which led her to discover her love of market research. Mary Martin is looking forward to the MMR program and becoming a Double Dawg.

HOLLY SCHROEDER

LINDSEY STAPLETON

Lindsey graduated from the Terry College of Business at the University of Georgia with degrees in marketing and international business and a certificate in legal studies. As an undergraduate student at the Terry College, she developed an interest in consumer behavior and market trends. While exploring graduate opportunities, Lindsey became aware of the MMR program. She has experience in retail sales, administration in the legal field, and as a fashion intern in New York City. These work experiences helped Lindsey realize her growing interest in marketing research and helped her develop skills that will be helpful in launching her career once she graduates from the MMR program.

Austin graduated with a BS in marketing and a minor in film studies from Clemson University in 2018. After discovering the field of marketing research, Austin gained valuable experience through multiple marketing positions. Austin worked for Sparks Research as a market research analyst tracking social media sentiment trends for companies such as Duke Energy, Wells Fargo and Lowes Foods. He also worked as a senior marketing technician for Fluor Corporation and provided assistance in their global marketing office. Austin is thrilled to be a member of the MMR Class of 2019.

BREA WAGNER

Brea graduated from Clemson University with a BA in sociology and a minor in business administration in May 2016.
**WELCOME CLASS OF 2019**

During her time at Clemson, Brea conducted research for the sociology department on organized crime in the Southeast. Brea spent this past year working for MMR Research Associates in the Atlanta area where she supported and led custom research studies for companies in financial services, CPG, food/beverage and retail industries. She also assisted on quality control for surveys and reports. A Colorado native, Brea enjoys hiking, skiing and travel. She is excited to be a part of the MMR program and further her education in marketing research this year.

**KELLY WILLIS**
Kelly graduated magna cum laude from the University of Georgia with a BS degree in psychology. During her undergraduate years, Kelly gained extensive research experience serving as both the lab manager and a research assistant in the Leadership and Performance Dynamics Lab, an industrial–organizational psychology lab at the University of Georgia. While working in that lab, Kelly led research for numerous projects on topics such as off-duty deviance, organizational citizenship behavior, and consumer behavior. In her role as lab manager, Kelly gained investigative traits, behaviors, and effective leadership skills. Kelly also gained experience into recruitment and managing employee relations as a human resources intern at Pilgrim’s. Kelly continues to gain experience through her work with a local marketing and small business solutions firm, CBIZ Solutions. Kelly is honored to be a class of 2019 MMR candidate and is excited for the opportunity to become a Double Dawg!!

**BOARD MEETING AND WE WELCOME UPS TO OUR BOARD!**

The board engaged in a very fruitful session to discuss the suggestions of the student skills and the corporate relationships committees. We also enjoyed the presentation of the corporate projects by the students. Our next meeting will be on Nov. 29 in Atlanta following our career fair on the 28th.

**JOIN THE MMR ADVISORY BOARD!** We would love to get the input from a broad range of perspective from the marketing research and consumer insights communities. For more information about joining the board, please email Jeanne Taylor at jeanne26@uga.edu.

**CORPORATE PROJECTS**

A big thank you to Arby’s, Eli Lilly, Johnson & Johnson Vision Care, Merck (two projects), and The Coca-Cola Company for sponsoring corporate projects for the 2017–2018 academic year. These projects are invaluable for the fully immersive marketing research education we provide in the MMR program.

**SUMMER IMMERSION DAY**

Cori Deutsch (’15) from SKIM led an immersion day on creating PowerPoint presentations and building dashboards with Excel and Tableau. Students learned so much and are eager to put their newly acquired skills into practice. To have a little fun, we made Friday the 13th MMR spirit/pride day and we all wore our MMR T-shirts to the seminar and the social at Transmet!

**FROM THE DIRECTOR**

continued from 1

line with the industry needs, creating exciting opportunities for our students and employers. From a corporate relationships standpoint, we are working with the board to develop communication materials as well as building a database using Salesforce.com to better manage our relationships with alumni and the many constituencies that support the MMR program.

You will also notice that, based on feedback from our board, we incorporated the class bios in this edition of the newsletter so everyone can get a sense of the profile of the class before the job market heats up.

We are excited about the academic year and the many opportunities we will have to educate our students, interact with our alumni, and leverage the support from our board. We hope you enjoy this newsletter!
Once again, Lenny Murphy generously invited the MMR class to Atlanta June 11-13 for the 2018 Insight Innovation Exchange (IIeX) Conference. With more than 1,000 attending, it was a great opportunity for the students to hear from leading industry speakers, browse exhibitors, and meet with many in the industry – including MMR alums. Special thanks to Patricia Houston (’09) and Cassidy Hoffman (’17) for organizing a Sunday night dinner for students as well as alumni and also to Directions Research, MMR Research Associates and the MMR program for sponsoring it!

### ALUMNI CORNER

**1984**  
Carl Fusco (’84) just started a new job as associate director of market research with UCB Pharmaceuticals in Atlanta.

**1996, 1999**  
Boston area alumni Eileen O’Hara Bruen (’99) and Kathy Hennessey Ciampa (’96) have joined forces, forming Insighter Angels, a consulting partnership that draws on their client-side backgrounds to support under-resourced consumer insights teams.

**2002**  
Having worked with TNS for 15 years, in October 2017, Praveen Sharma (’02) joined Greenberg Strategy as senior director, marketing science & analytics. Greenberg Strategy is a strategy and research consultancy focused on helping organizations identify the human patterns that impact their businesses. Our focus is on technology, media, energy, retail, food and beverage, entertainment and hospitality, financial services, healthcare, government/public sector and non-profits.

**2004**  
Christopher Carney (’04) is the director of MBA recruitment at the University of Kentucky. He has recently been accepted into the Leadership Kentucky 2018/19 class, which is a non-profit education organization that brings together a selected group of people who possess a broad variety of leadership abilities, career accomplishments, and volunteer activities to gain insight into complex issues facing the state. The overall goal is to help the group prepare to take a more active role in advancing the state for the common good and serve as important participants in the unified effort to shape Kentucky’s future.

**2009**  
Patricia (Tricia) Houston (’09) is now the COO/Founder of MMR LIVE (Roswell, Ga.), an experience strategy group that connects research expertise with experiential principles and operational know-how to improve human–brand interactions.

**2011**  
Jori Simmons (’11) changed roles at Amway in August 2017, from market research analyst to experience specialist in Amway North America Marketing, working on programs and projects to improve the new distributor and customer experiences using data-driven decision-making and human-centered design discipline. She also got married Dec. 15, 2017 to long-time love Kevin MacNaught, who she was in a long-distance relationship with the year she attended UGA, spanning Georgia to Wisconsin! They continue to grow their happy home in Caledonia, Mich., with their shepherd, Odin.

**2014**  
Sarah Kalfon (’14) got married to Avi Tohar (also a UGA alumni) on June 28 in Tel Aviv, Israel.

**2015**  
Katheryn Knarr (’15) started a new role as a research manager at M/A/R/C this past April. She will be getting married in September.
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. For more information about joining the board, please email Jeanne Taylor at jeanne26@uga.edu.

- 84.51
- Aimpoint Research
- Altria
- Aperio Insights
- Arby’s
- AstraZeneca
- AYTM
- Bellomy Research
- Burke Inc.
- Directions Research Inc.
- Eli Lilly and Company
- Greenbrook
- InSites Consulting
- Ipsos
- J Partners Consulting
- Johnson & Johnson Vision Care
- Kantar Added Value
- Kantar Millward Brown
- Kantar TNS
- Lowe’s Home Improvement
- Lynx Research Consulting
- M/A/R/C
- Mail Chimp
- Merck & Co. Inc.
- MMR Research Associates, Inc.
- Olson-Zaltman
- SKIM
- Strategy Outfitters
- The Coca-Cola Company
- UPS

Board Chair – Mike Courtney
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Chair-elect – Karla Duncan
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Co-Chairs of Student Skills Committee – Carla Jordan, Patricia Houston and Drew Hansen
Co-Chairs of CRM initiative Committee – Mike Courtney and Jeff Walters
Chair of Alumni Engagement Committee – Patricia Houston and Cassidy Hoffman
Members at large – Niels Schillewaert, Betsy Sutherland, Jill Eberle and Jeff Walters
MMR Director – Marcus Cunha
Department Head – Charlotte Mason
MMR Students of the Year (ex officio) – Cassidy Hoffman (MMR ’17) – Tyler Krug (MMR ’18)

Don’t forget to follow the program on social media for the latest happenings. We have content such as alumni testimonials, spotlight on current students, events including the Executive Speaker Series, current industry news, and relevant faculty research. Please check us out at:

Twitter: twitter.com/ugammr (@ugaMMR)
Facebook: facebook.com/TerryMMR
LinkedIn: linkedin.com/edu/school?id=190011
Instagram: @terrymmr