



## OUTLIER

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### FROM THE DIRECTOR

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MARCUS CUNHA

As many of us, students of the MMR class of '21 are starting to see the light at the end of the tunnel and getting excited about where the MMR program will take them in terms of their careers upon graduation. Overall, this has been a very strong job market, comparable with the busy job markets in the past few years. This is also a reflection of the quality of the students that we bring into the program and the quality of training and mentoring they receive. It doesn't take a village to graduate an MMR class, but it does take a very strong community. In that regard, we're thankful for our committed faculty, staff, alumni network, mentors, employers, and advisory board members. The support of this entire community was instrumental in this challenging academic year. Despite the challenges, the MMR class of '21 rose to the challenge and performed extremely well both in and out of the classroom. We believe their adaptability to a changing environment like this past year will make them a strong asset to their employers.

In addition to the challenging academic year, the MMR suffered a major loss; Dr. Rich Fox, who joined the Terry College in 1983 and taught in the MMR program for many decades, passed away in December. It was always heartwarming to see how graduates of the program got so excited to see Dr. Fox at a conference or reunion and hear the many stories about how profoundly Dr. Fox touched both their professional and personal lives. Dr. Fox is missed by the MMR program faculty and staff as well as by the hundreds of MMRs who learned the ins and outs of marketing research from him.

As we hopefully find our way out of the COVID-19 pandemic, we start thinking about our next opportunity to gather as a community in our Future of Insights Summit. We're tentatively scheduling the summit for August of 2022, right before the beginning of the fall semester. Stay tuned for details and we hope you plan to submit a proposal for a presentation.

We can't wait for things to go back to normal so we can host our entire community back on campus!

### MMR 2021 ALUMNI NETWORKING EVENTS SURVEY

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At this time, we are gathering interest for our next MMR Alumni Networking events!

*Please take this quick survey to give us your feedback:*

## MMR Alumni Networking Events



If you are interested in hosting or sponsoring a networking event in the future, please contact [choffman@directionsresearch.com](mailto:choffman@directionsresearch.com) and [schroeder\\_holly\\_mills@lilly.com](mailto:schroeder_holly_mills@lilly.com).

### MAKING THE MOST OF 2020

Although 2020 was a challenging year for socializing, MMRs practiced proper social distancing, sanitation, and masking up to gather and enjoy making memories in Athens! From Thursday night dinners to wine nights and a pumpkin smashing party, students had a lot of fun getting to know each other after spending the summer semester online.



### OUTDOOR ADVENTURES

This year's class of MMRs greatly enjoys the outdoors! The most popular outdoor events of the year so far include regular hikes, tennis with Dr. Cunha, and disc golf.



### SEMINAR SPEAKERS

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Beginning in the fall and continuing into the spring, MMRs experienced a combination of virtual and in-person speakers presenting on various subjects including new research methodologies, current industry trends, and learning more about careers in marketing research. These presentations are a part of the [Altria Executive Seminar Series](#), a course that allows students to hear from MMR Alumni as well as other marketing research industry professionals. The many presentations and activities are intended to prepare students for their upcoming careers in marketing research. After each session, students are treated to a social hour to enjoy networking with speakers and conversing with one another! Thank you [Altria](#) for sponsoring our series!



### FUTURE OF INSIGHTS SUMMIT

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Due to travel restrictions and uncertainties with COVID-19, we plan to have our Future of Insights Summit in 2022. The summit will likely occur in August between the summer and fall semesters of the MMR Program. We look forward to planning this event and will update our alumni as we get closer to time!

#### RECRUITING AND GRADUATION INFORMATION

Recruitment is underway in the MMR Program with a multitude of companies from across the country interviewing students both virtually and in person. From Fortune 500 clients to startup suppliers, students are exploring various employment options as graduation approaches. Some students have accepted offers while others are beginning first-round interviews with companies. If you are interested in recruiting the class of 2021, please contact Jeanne Taylor ([jeanne26@uga.edu](mailto:jeanne26@uga.edu)) and Marcus Cunha ([cunhamv@uga.edu](mailto:cunhamv@uga.edu)) and check out our resume book below!



The yearly MMR Program Reception is planned for May 12th pending the approval from the Preventative Measures Advisory Board at UGA. Students are looking forward to celebrating their accomplishments with one another, guests, faculty, and staff! There will not be a Terry Convocation this year, however, on May 14th there will be a socially distanced UGA Graduate Commencement in Sanford Stadium.

## CORPORATE PROJECTS

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Despite a global pandemic, plenty of companies stepped up to give our students the opportunity to work on real-world research projects. Beginning in the Fall, MMR's teamed up with clients from a wide range of industries where they were able to apply an array of research techniques. These experiences have taught students how to understand client needs and deploy research techniques to evolving research environments. Below are the projects our students have been working on!

**J&J Consumer Health:** Caleb Cox, Sarah Montgomery, Amanda Patton, Denali Pray, and Olivia Rascoe, along with faculty advisors Dr. Richard Fox and Dr. John Wurst, teamed up with Johnson & Johnson Consumer Health for their corporate project. These students conducted research that will guide decisions for popular beauty brands such as Neutrogena and Aveeno. They utilized both qualitative and quantitative research methodologies to gain a holistic understanding of sensitive skin consumers. The team uncovered key insights into this segment by moderating in-depth interviews with sensitive skin participants and developing a quantitative questionnaire. These findings will create an impact for effective communication with sensitive skin consumers.

**J&J Vision Care:** Chris Kinnard, Erika Fleming, Sonia Hundal, and Cameron Nix alongside faculty advisor Dr. Candice Hollenbeck have teamed up with Johnson & Johnson Vision Care to help to evaluate creative concepts as well as the importance of varying features and offerings for a new venture into the digital space by the Acuvue brand. During the fall semester, the students ran several focus groups to explore the consumer journey when buying contact lenses and gauge interest in early concepts. During the spring semester, the students are conducting additional research to quantify the findings from the fall semester, as well as to gain a deep understanding of the effectiveness of new late-stage concepts. In doing so, the J&J Vision team will help refine a final concept that will be launched on the digital platform for Acuvue. The team wanted to give a big thanks to Haley Swafford (MMR '20) and Collin McAlpine (MMR '19), as well as academic advisor Dr. Hollenbeck, for the support and guidance!

**Merck:** Reed Riley, Sara Brockmeier, Kristina Wang, and Will Chapman with faculty advisor Dr. Kristy McManus are helping Merck conduct both quantitative and qualitative research techniques to uncover insights within treatment adoption and patient health. The team has been able to gain hands-on experience with consumer journey mapping, message testing, and other quantitative analyses thus far. The students feel that this has been a rewarding experience to gain a deeper look into the pharmaceutical industry and attain real-world research applications. The Merck team continues researching in the spring semester as they move into the final months of the project.

**PayPal:** Mary Wilson Avant, Reid Goodfellow, Julia Hall, and Claire Shaner teamed up with PayPal's Venmo team for their corporate project. Under the supervision of faculty advisor Dr. Julio Sevilla, the team conducted research on Venmo's consumers. The Venmo team aimed to better understand their consumers and discover new insights to make the app better for users. The MMR team first conducted qualitative research to better understand the consumers directly. This helped in guiding the extensive quantitative study that followed. The team then delivered and presented a full research study back to PayPal's Venmo team, directly answering their research questions. The new insights gained will help PayPal to improve the Venmo app. Moving in the spring semester, the MMR team is working on a new study examining Venmo Business users. They look forward to gaining new consumer insights this spring to help PayPal in their research goals.

**Worthix:** Courtney Janie Davis, Samantha King, Brendan Marz, and Amanda Parker teamed up with technology startup company, Worthix, for their corporate project. Under the guidance of Dr. Marcus Cunha as their faculty advisor, the team worked on gaining primary insights to help the development of new artificial intelligence technology. In the fall semester, the team used qualitative methods, such as in-depth interviews, to understand employee acquisition, retention, and turnover. Moving into the spring semester, the MMR Worthix team will conduct a large-scale quantitative study to best help capture the same employment driving factors. With this research, the team will continue collaboration with Worthix's leadership team to inform the launching of a new product extension. The team is excited to gather insights that will directly affect future Worthix's products!

**A Fortune 500 Social Media Company:** Brennan Burke, Kimberly Bromann, Zoe Zirlin, Adam Clements, and Luke Miltner teamed up with a Fortune 500 social media company for their corporate project this year. Along with faculty advisor Dr. John Hulland, these students are identifying potential use cases for virtual reality headsets within the realm of professional training. The team has been working diligently to explore industries that are not yet incorporating virtual reality into their common training techniques to fill the gaps and provide a more holistic training experience. The team focused primarily on qualitative exploratory research to begin their project, conducting one-on-one interviews with professionals in several promising industries. After narrowing down the best applications in the medical industry, the team switched to a quantitative survey to gauge interest and further understand the implications of VR in the specific area of research. The team is looking forward to the development of virtual reality and harnessing its power to improve medical training around the world.

**ALUMNI CORNER**

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**1981**

**Reece Ritter** retired from Cox Communications in August of 2019 where she served as a Director of Research for 15 years, capping off a 38-year career in the industry. She is grateful to UGA for launching her on this life-changing journey, with both client (The Coca-Cola Company and Cox Communications) and supplier-side positions (Elrick & Lavidge, and TNS). To celebrate her retirement, she and her family have relocated to Athens. They are loving being so close to campus, where they often take afternoon walks, and everything else in Athens.

**1990**

**Jill (Kreider) Cantrell** moved to Pennsylvania and is now a Project Manager at IntelliSurvey.

**1995**

**Stacey (Steinglass) Kaye** has launched [www.CampusToCareer.net](http://www.CampusToCareer.net) and positions herself as a Job Search Skills Coach for college students and recent grads. During one-on-one phone calls, Stacey helps young adults navigate a successful search for an internship or post-graduation job. Most of Stacey's coaching focuses on teaching student clients how to build, grow and nurture a relevant and professional network they can tap into for their entire career.

**2004**

**Christopher Carney** was recently promoted to Director of Recruitment, MBA and MS in Marketing & Interim Manager of Social Media at the University of Kentucky's Gatton College of Business and Economics.

**2005**

**Delicia Cooney** was promoted to Senior Director, Consumer Insights at Serta Simmons Bedding. She joined the organization about 1 1/2 years ago.

**2007**

**Melissa Dispigna Moyles** was promoted to Senior Director of Client Insights at IRI



**2009**

**Mike and Jen Kessler** welcomed their first child, Morgan Paige, on February 11<sup>th</sup>. Congratulations to the Kesslers! And, welcome baby Morgan.



**2011**

**Anna (Kidwell) Harvan** began a new role in February 2020 as Associate Director of Global Market Insights at Seagen, a biotech company in Seattle focused on oncology treatment.

**2018**

**Erin Sowell** is starting her own research and innovation practice called Thoughtful Research. Her mission with Thoughtful Research is to give leaders and teams a deeper understanding of the needs of their customers through primary research and insights from behavioral and social science research. She also help leaders and teams come up with and implement ideas to meet the unmet needs of their customers. To learn more please visit [www.thoughtfulresearch.com](http://www.thoughtfulresearch.com) or find Thoughtful Research on LinkedIn.

**Caroline Brown** married Martijn Prak in January. She met her husband during her time in the MMR Program through classmate Laurens Herfs.



**2019**

**Ashley (Old) Sutton** married Michael Sutton on September 5, 2020. She has recently accepted a Research Analyst position with

Smarty Pants and started working with them on March 1, 2021.



**2020**

**Pal** attended the MMR Program with his trainer mom, **Julia Ragsdale**. He graduated as a guide dog this past September and is working with his person in Long Island, NY. He's very spoiled and is loving the working life – his person says he's great at finding various items around the grocery store!



**Special Alumni Recognition**

[Eli Lilly](#) recognized four of our MMR Alums for their outstanding research, customer service, and contributions in 2020! Check out these MMR Alumni rock stars below!



**UGA MMR Alums and  
2020 Eli Lilly Distinguished Market Research Award Winners**



**Michael Black (MMR '19)**  
Rookie of the Year  
*Bio-Medicines Business Unit*



**Hannah Maisel (MMR '19)**  
Rookie of the Year  
*Diabetes Business Unit*

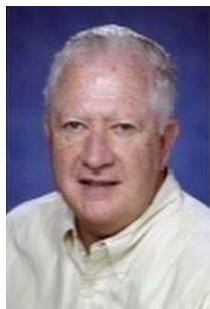


**Holly Schroeder (MMR '19)**  
Matt Howard Award for service  
to customers and fellow  
employees  
*Oncology Business Unit*



**Erin Toliver Combs  
(MMR '17)**  
Most Valuable Contributor  
*Bio-Medicines Business Unit*

**HONORING DR. RICH FOX**



**Dr. Rich Fox**

We received the very sad news in early December that Rich Fox, a longtime member of the MMR and Terry Marketing faculty, passed away suddenly. He was 78.

Rich worked in corporate marketing research in Cincinnati and Atlanta after earning his Ph.D. in mathematical statistics from Michigan State in 1968. He joined the Marketing Department as an associate professor in 1983 and taught marketing research and quantitative analysis. Rich served as the interim department head in 2007-2008. He retired in 2010, but continued to serve as part-time faculty, teaching courses and supervising research projects for the MMR Program.

Rich was known for his teaching, including being named the 2020 MMR Teacher of the Year. He is survived by his two daughters and their families. As we honor and remember Dr. Fox, please continue to keep his family in your thoughts.

**WELCOMING DR. NEIL BENDLE**

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**Dr. Neil Bendle**

[Dr. Neil Bendle](#) joined the MMR faculty this academic year as an Associate Professor of Marketing and is currently teaching Applications of Marketing Research Techniques II in the MMR Program in the spring semester.

Neil's educational background started with his BA in Ancient History & History from Nottingham University in England. He then received his MA in Hellenistic Studies from the University of Liverpool and went on to Virginia University to earn his MBA. He became Dr. Bendle in 2010 at the University of Minnesota where he received his Ph.D. in Business Administration.

Dr. Bendle is currently Chair of the Marketing Accountability Standards Board Advisors and conducts research on marketing metrics, accountable marketing, decision making, and political marketing. He has also co-authored the book [Marketing Metrics: The Manager's Guide to Measuring Marketing Performance](#). The MMR students, faculty, staff, and alumni want to wish Dr. Neil Bendle a warm welcome in joining the program! We look forward to learning from your diverse experience and research background!

## ADVISORY BOARD

At the end of the fall semester, MMR students were given the opportunity to present one of their research projects During the fall MMR Advisory Board meeting, enabling them to network with industry professionals and receive feedback on their research! The MMR Program highly encourages alumni to join the MMR Advisory Board! We love getting input from a broad range of perspectives from the marketing research and consumer insights communities. For more information about joining the board, please email Jeanne Taylor at [jeanne26@uga.edu](mailto:jeanne26@uga.edu).



**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. We'd like to welcome this year's new board members: [Quadrant Strategies](#), [Research Results, Inc.](#), [Shapiro + Raj](#)

- [Altria](#)
- [Aperio Insights](#)
- [AstraZeneca](#)
- [AYTM](#)
- [Bellomy Research](#)
- [Burke, Inc.](#)
- [Cox Automotive](#)
- [Directions Research, Inc.](#)
- [Duke Energy](#)
- [Eli Lilly and Company](#)
- [EMI Research Solutions](#)
- [Facebook](#)
- [Greenbook](#)
- [Intuitive](#)
- [Ipsos](#)
- [Johnson & Johnson Vision Care](#)
- [Kantar](#)
- [KS&R](#)
- [Lowe's Home Improvement](#)
- [Lynx Research Consulting](#)
- [M/A/R/C](#)
- [MarketVision Research](#)
- [Merck & Co., Inc.](#)
- [MMR Research Associates, Inc.](#)
- [Olson-Zaltman](#)
- [Outlier](#)
- [Prodege MR](#)
- [Quadrant Strategies](#)
- [Research Results, Inc.](#)
- [Shapiro + Raj](#)
- [SKIM](#)
- [The Coca-Cola Company](#)
- [UPS](#)
- [Worthix](#)

#### **Advisory Board Steering Committee**

- **Board Co-Chairs** – [Karla Duncan](#) and [Patricia Houston](#)
- **Past Chairs** – [Rob Arnett](#) and [Mike Courtney](#)
- **Corporate Outreach Committee** – [Rob Arnett](#) and [Adrian Bing-Zaremba](#)
- **Student Skills Committee** – [Carla Jordan](#), [Patricia Houston](#), and [Drew Hansen](#)
- **Alumni Engagement Committee** – [Cassidy Hoffman](#) and [Holly Schroeder](#)
- **CRM initiative Committee** – [Mike Courtney](#) and [Jeff Walters](#)
- **Future of Insights Summit Committee** - TBA

- **Members at Large:** [Niels Schillewaert](#), [Betsy Sutherland](#), [Jill Eberle](#)
  
- **MMR Program Director** – [Marcus Cunha](#)
- **MMR Program Assistant** – [Jeanne Taylor](#)
- **Department Head** – [Charlotte Mason](#)
- **MMR Students of the Year (ex officio board members)**
  - [Hannah Maisel](#) (MMR '19)
  - [Eleonore Kuehn](#) (MMR '20) and [Tyler Farmer](#) (MMR '20)



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