

SIGMA

WINTER 2017 MMR NEWSLETTER
COCA-COLA CENTER FOR MARKETING STUDIES

ESOMAR WORLD CONGRESS

Four of our 2016-2017 students attended the ESOMAR Congress 2016 this September in New Orleans, LA. Cassidy Hoffman, Elizabeth Pitts, and Erika Quinn participated in the Future

Talents Meets the Industry program, which gives students the opportunity to attend the conference as volunteers. The team of eight also included students from University of



ESOMAR's Future Talent Meets the Industry student volunteers including Cassidy Hoffman (far right), Elizabeth Pitts (third from right), and Erika Quinn (fourth from right).

Wisconsin, London South Bank University, Universidad de la Sabana (Colombia), and Cologne University (Germany). Another student worked on the ESOMAR Live production team. Our students had a great time networking with industry professionals from all over the world, attending panels, and exploring New Orleans.

Two of our own alumni had the honor of speaking at ESOMAR Congress. Cori Deutsch, MMR '15, presented on a team of five colleagues from SKIM on discovering better insights about Millennials through innovative research methods. Caroline Smiley, MMR '13, presented with her partner at MESH on Delta's experience metrics and how to present data in a meaningful way.



FROM THE DIRECTOR

The highlight of the 2016 Advisory Board Meeting was a lively panel discussion on the topic of 'Modernizing the Client-Supplier Relationship'. Panelists were Diane Pete (MMR '93) of The Home Depot, Ann Nelson (MMR '93) of Hallmark,

Janet Ziffer from Kimberly-Clark, Suann Griffin (MMR '01) of M/A/R/C, Betsy Sutherland (MMR '88) of Directions Research, and Bruce Olson (MMR '93) of MMR Research. Rob Arnett (MMR '82) had the challenging task of moderating this very engaged and passionate group. Thanks to all for participating and special thanks to Betsy and Rob for organizing the panel!

The career fair was well attended with eighteen firms participating. The 2017 Career Fair will be held in Athens, following an Anniversary Research Summit. Mike Courtney and a team of alumni are hard at work on the program. The opening reception will be in the event space in Phase 2 of the Terry College's Business Learning Community. Phase 2 includes three buildings which will house the Terry College faculty, classrooms, team

rooms, an undergraduate commons, a cafe, and trading lab in a total of 140,000 square feet. The move from Brooks Hall to the new space will begin in early June. Please put a 'save the date' on your calendars for November 13-15, 2017!



2017 CAREER FAIR

Don't forget to follow the program on social media for the latest happenings. We have content such as alumni testimo-

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CLASS OF 2017



ALYSSA COX

Alyssa graduated in 2016 Magna Cum Laude with her Honors Bachelor of Arts degree in Psychology and German, as well

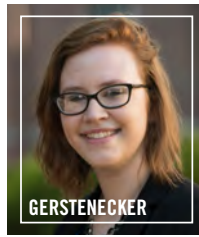
as minors in Marketing and Business from Roger Williams University in Rhode Island. Alyssa is originally from Indiana. She has completed both marketing and psychology research projects during her undergraduate years. These projects explored topics such as factors that may influence impulse buying, alcohol purchasing habits of college students, and anonymity and controversial topics on conversation.



CAROLINE DUMAS

A Georgia native, Caroline graduated from Georgia College and State University with a Bachelor of Business

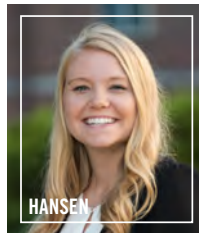
Administration degree in Marketing. Throughout her undergraduate career, Caroline actively pursued paths for expanding her knowledge of digital marketing by interning with the association solutions company, Naylor, within the marketing department. This is where her initiatives focused primarily on internet marketing, via SEO and SEM. During her time at GCS University, Caroline participated in Marketing and Advertising Club, the American Marketing Association, and Zeta Tau Alpha as the alumni relations coordinator. Caroline received research experience through various curriculum and projects, including a market research project for an on-campus organization to gauge the effectiveness of marketing efforts in gaining additional participants within the organization. The project required sampling the undergraduate student body, data analysis, survey design, and a formal report.



ALYSSA GERSTENECKER

Originally from Illinois, Alyssa completed her undergraduate degree at the University of

Kentucky. She graduated Magna Cum Laude in December 2015 with a Bachelor of Science in Mathematical Economics and a minor in Business. While attending school, she interned for the marketing and research team at the leading independent cable advertising representation firm in the US, Viamedia. The internship started in January 2015, continued through the summer, and then she was hired as a marketing and research assistant. The marketing and research team at Viamedia worked together to support the sales team by sending out research and promotional pieces to over 70 markets across the US, and also fulfilling individual custom research requests for current or potential clients.

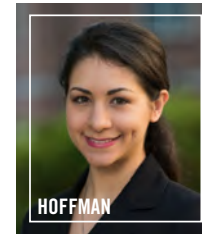


DREW HANSEN

Drew graduated Summa Cum Laude with her Bachelor of Business Administration degree in Marketing and a Minor in

Spanish Language from the University of Georgia in May of 2016. Her academic accomplishments include earning Dean's List status for all semesters and earning Presidential Scholar status for her final two semesters. Additionally, Drew maintained a 4.0 marketing GPA throughout her undergraduate career, which she completed in three years. During her undergraduate years, Drew was employed by Brixx Wood Fired Pizza as a fundraising marketing manager, where she gained research and promotional experience. Her responsibilities included establishing contacts with philanthropic organizations on campus, planning fundraising events

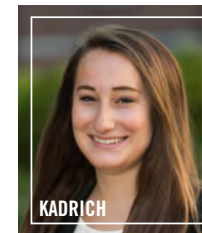
for these various organizations, and researching the results and effects on Brixx's overall sales. Having graduated a year early, Drew is excited to continue her higher education at the University of Georgia in marketing research.



CASSIDY HOFFMAN

A Georgia native, Cassidy graduated Summa Cum Laude with her Bachelor of Arts degree in Journalism from the UGA

Grady College of Journalism in May 2013. After graduating, Cassidy moved to Orlando, FL, where she interned at the Walt Disney World Resort in both event services and guest relations. In 2014, Cassidy moved back to Atlanta to work for Professional Photographers of America as their Certification Coordinator, specializing in recruitment and retention. Her responsibilities included membership survey design, email marketing, program development, web analytic tracking, and content contribution.



ELIZABETH KADRICH

Elizabeth graduated Cum Laude from University of Florida with a Bachelor's degree in Business Administration

with a concentration in Marketing and a minor in Entrepreneurship. During her undergraduate years Elizabeth participated in several different marketing internships ranging from digital marketing to event marketing and communications. She decided to pursue a career in market research after completing a rewarding research internship at Cox Media Group in Atlanta, GA. Elizabeth is originally from Roswell, GA and she is enthusiastic about returning to Georgia to continue her education as a MMR candidate.

**PIA LAWRENCE**

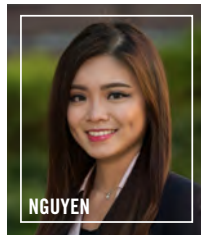
Pia graduated Cum Laude from Baylor University in 2015 with a BBA degree in Finance and a BBA degree in International

Business. During her time there she was heavily involved in Model Organization of American States and Model Arab League, through which she won various awards and was President of a regional conference. In her junior year she interned in the marketing department of American Guaranty Title. There, she worked on a large research project and presentation about marketing to Generation Y and a project to change how the company collects and analyzes its data on customer loyalty. Pia spent a month of her last summer in college interning on a student marketing consultancy team in Berlin that worked with Ubitricity to create a strategy for eventually entering the U.S. market. She spent three months of the last year interning at a microfinance organization in Costa Rica. After that, Pia traveled throughout South America and Asia.

**JONATHAN MUSTRI**

Jonathan graduated Magna Cum Laude with a B.A. degree in Psychology from the University of California at Berkeley. He

is fully bilingual in Spanish, having grown up in Mexico City and San Diego, California. Jonathan has previously conducted research into the effects of health claims in food labeling on perceptions about the characteristics of the food. Jonathan also has experience working in neuroscience and health psychology labs as a research assistant. Jonathan loves music and has travelled abroad extensively in Europe, Asia, and Latin America.

**LINH NGUYEN**

Linh graduated Summa Cum Laude with a Bachelor of Business Administration degree in Marketing from the University

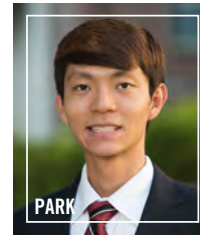
of North Texas, Denton. Linh is originally from Ho Chi Minh City, Vietnam and she moved to the U.S. in 2010 to pursue her university degree. After graduation, Linh was appointed the Territory Manager for Chemsearch FE, a subsidiary of a multinational business-to-business firm headquartered in Irving, Texas. Her responsibilities included identifying and developing five different segments in new markets, developing a customer acquisition and retention program, increasing market penetration, and establishing long-term customer relationships that resulted in revenue generation and increased profitability. After six months, she was promoted to the role Marketing & Brand Coordinator, providing a platform for first-hand experience in market and product data analysis. Linh also gained retailing experience as Management Trainee at Wal-Mart during her last semester in college.

**TREY NIBLETT**

A native of Norman, Oklahoma, Trey attended Oklahoma State University for his undergraduate education where he earned Bachelor's

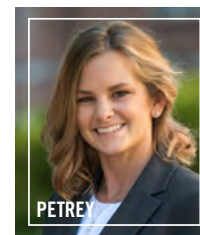
degrees in Management, Marketing, and Spanish. During his time at Oklahoma State he was exposed to many aspects of business such as retail sales, customer service, and outside sales. However, it was serving as the team leader for the Spears Business Engagement Group, a work-study that allows students to complete a real-world research project for a local business, that led him to pursue a career in the field. Trey was thrilled to relocate to the University of

Georgia in order to pursue his Masters of Marketing Research.

**SAMUEL PARK**

An Illinois native, Samuel attended Northwestern University and received a Bachelor of Arts degree in Economics and

Psychology with honors. With several internship and full-time employment experiences at firms such as Hyundai Capital and Burger King, his inquisitive desire to further explore and embrace the dynamics of data and marketing analytics has sparked him to pursue the MMR degree. Through the MMR program, he has ambitions of leading the development of innovative frameworks and insights in market research that will ultimately help guide the optimization of business decisions in firms—especially in an age of “big data.”

**PAIGE PETREY**

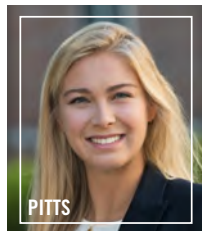
Originally from South Georgia, Paige graduated Cum Laude with a Bachelor of Business Administration

in Marketing from Valdosta State University, where she also earned a minor in Art and a second minor in Advertising and Promotion. Paige is a member of the Beta Gamma Sigma business honors society, and in addition, served on the VSU Business Student Advisory Council as the Communications Coordinator. During her time as a business undergraduate, Paige worked at VSU Campus Recreation as the lead marketing coordinator and was the recipient of the 2016 award for Student Employee of the Year. There, she devoted herself to the professional development of her staff, as well as to the creation of a strategic marketing plan to be put in place for the department. She also gained

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CLASS OF 2017

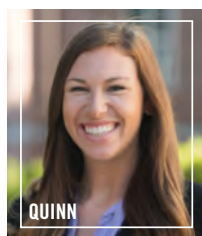
research experience by contributing to the work of her professor by coding for cognitive response analyses.



ELIZABETH PITTS

Originally from Marietta, Georgia, Elizabeth graduated Cum Laude from Pepperdine University in Malibu, California

with a BA degree in Integrated Marketing Communication. Elizabeth balanced a rigorous schedule of competitive swimming for a Division I school, writing for the newspaper, serving as secretary for the national communication honor society, and working as a resident advisor. She studied French and humanities in Lausanne, Switzerland and visited 10 countries in six months. During college, Elizabeth completed internships at the Peace Corps Headquarters in Washington, DC and RainCatcher.org, a nonprofit organization committed to constructing clean water filtration systems in sub-Saharan Africa. These experiences integrated her knowledge of social media marketing, research capabilities, and communication skills with her passion for community development in underserved regions.



ERIKA QUINN

Erika is a 2016 graduate of the University of Georgia where she majored in Marketing and International

Business and minored in Spanish. In her undergraduate years, Erika held several customer service jobs, studied abroad, and interned with both a marketing agency and the University as a market research intern. She also led and participated in several marketing projects through Pi Sigma Epsilon, a national sales, marketing, and management fraternity.



RAMAN SAINI

Raman graduated from Jaypee Institute of Information Technology University, India in 2013 with

a Bachelor's degree in Technology, majoring in Electronics and Communication and a Masters in Business Administration, majoring in Marketing, with a minor in Research and Consulting. As a part of the curriculum he completed a number of projects in social research, business research methods, and consumer behavior. Thereafter, he joined Allan Lloyds Group, an International corporate event management firm, where he served for 3 years, initially as an International Business Associate and later as a Team Leader in the Marketing Department. His responsibilities covered sales management, business development, project management, and account management. The experience also gave him the opportunity to work with a varied category of industries such as Banking, Telecommunication, Oil and Gas, Pharmaceuticals, and Retail.

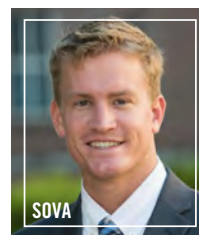


CARLEY SOMERS

Carley attended the University of Florida for her Bachelor of Science degree in Marketing and Spanish minor. Along with her

studies, Carley worked for two academic years as a marketing intern and associate at Trimark Properties, a property management company that rents luxury apartments to UF students. She also worked at the UF Survey Research Center where she gathered responses to survey questions. After graduating in December 2013 she moved to Madrid, Spain and obtained a certificate for teaching English as a foreign language, then worked in an English academy for adults. In addition, she taught two courses

of Business English and worked on a marketing plan for the company. After spending a year and a half in Madrid, Carley was able to drastically improve her Spanish language skills. When she returned to Florida, Carley worked in a local jewelry store where her responsibilities included managing web content and Google Adwords campaigns.



CONNOR SOVA

Connor graduated Magna Cum Laude with a BBA degree in marketing from Georgia College, located in Milledgeville,

Georgia. He is originally from the Atlanta area where he worked numerous internships in various fields of business. The internships included working as a marketing and promotions intern for Cumulus Media as well as a sales intern for Northpoint Commercial Finance. In addition, Connor worked as a marketing consultant for the Advanced Paralegal Institute, an online specialty paralegal classroom. While in school, Connor was actively involved in several leadership organizations including the Student Government Association, Phi Kappa Phi Honors Society, and the Beta Gamma Sigma Honors Society. He also gained research experience presenting admission criterion findings to the Georgia College Admissions Board.



RACHAEL SPILKA

Rachael graduated Cum Laude with dual B.S. degrees in Marketing and Economics and a minor in Management

from Clemson University. During her undergraduate career, Rachael worked as the financial literacy specialist in the Office of Student Financial Aid and interned at the City of Charleston's Office of Cultural Affairs as their marketing

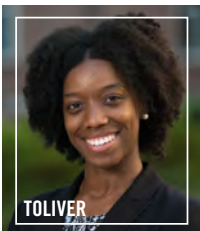
manager. She also held several leadership positions in her service fraternity, Alpha Phi Omega, and was selected to serve on the leadership team for the Tiger Ties Mentorship program. Rachael was able to gain international experience during the summer of 2015 when she worked abroad in Grünbach, Austria as an English tutor to a family with three children. Most recently, Rachael conducted qualitative research at the Lollapalooza music festival with a select group of research assistants from Clemson University. Rachael and her fellow researchers are currently working towards submission for the Society for Marketing Advances conference.



RACHEL THREATT

Rachel graduated from the University of Georgia in 2013 with a BBA degree in Finance and Marketing and an International

Business co-major. After graduation, she worked at AirWatch, later acquired by VMware, as a Sales Operations Analyst and a Business Analyst. While at AirWatch, she helped manage the licensing system, developing key processes for the Operations teams, training those teams, and handling system data integrity. Rachel loves to travel and most recently returned from a backpacking trip in China.

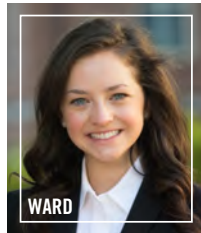


ERIN TOLIVER

Erin, a southern transplant from Western Pennsylvania, graduated Summa Cum Laude with a Bachelor of

Arts degree in Mass Communications from the University of South Florida in Tampa. As an undergraduate, she gained research experience through several independent study courses and projects, including an honors thesis on

the intersection of literary themes, mass media, and culture. Erin began work after graduation at an in-store sales and marketing management program, first as a sales representative and ultimately as a territory manager. After years in sales, Erin is excited to make the transition to the research aspect of marketing.



KRISTINE (KRISTY) WARD

An Alabama native, Kristy graduated Summa Cum Laude with her Honors Bachelors of Science degree in

Marketing from Clemson University in May 2016. While at Clemson, Kristy was a student intern in the Clemson University Social Analytics Institute, where she collected and analyzed social media data for a variety of companies. Additionally, she was employed by Candid Partners in Atlanta as a summer intern in 2015 where she acted as a consultant for AT&T's Proactive Churn Management team, mining data to help reduce customer disconnects. While at Clemson, Kristy joined a few different research teams, including a qualitative marketing research group headed by former MMR student Anastasia Thyroff. This research team conducted qualitative consumer research at Lollapalooza music festival.

WE WANT TO HEAR FROM YOU!

PLEASE SEND YOUR NEWS VIA EMAIL TO:

JMEYER@UGA.EDU
OR CMASON@UGA.EDU

FROM THE DIRECTOR

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nials, spotlight on current students, events including the Executive Speaker Series, current industry news, and relevant faculty research. Please check us out at:

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linkedin.com/edu/school?id=190011

PROGRAM STATISTICS

The class of 2017 has 21 students (from 25 who were accepted). Thirty-nine percent of the class earned their undergraduate degrees from a Georgia college or university, the rest from out-of-state. Forty-eight percent received their undergraduate degree in 2016 with the rest having full-time work experience. Eleven (out of 19) graduates from the class of 2016 accepted offers on the supplier side. Nearly 80% have relocated outside of Georgia including Florida; Cincinnati; Indianapolis; Richmond, VA; Chicago; Charlotte, Greensboro and Winston-Salem, NC.

PLACEMENTS: CLASS OF 2016

- 84.51°
- Added Value
- Altria
- Bellomy Research
- Burke, Inc.
- C3 Research
- Directions Research
- Eli Lilly
- Hanes Brands
- Imerys Ceramics
- IPSOS (2)
- Johnson & Johnson Vision Care
- Lowe's Home Improvement (3)
- M/A/R/C Research
- SKIM
- TNS

STUDENTS VISIT CHICK-FIL-A'S "HATCH"



On Nov. 4, 2016, MMR students, Dr. Pengyuan Wang and Dr. Son K. Lam visited the Hatch, Chick-fil-A's Innovation and Learning Center in Atlanta. The visit was made possible thanks to Steve Nedvidek, Chick-fil-A Innovation Specialist, and Charlie Farr, an MMR alum (2015) and analyst for Chick-fil-A's Voice of Customer Project. In addition to the tour around the state-of-the-art facility where Chick-fil-A experiments with various innovative ways to improve its service and customer experience, the students had a lively discussion with Steve and Charlie about Chick-fil-A's business model, service and product innovation, marketing strategy, and voice-of-customer project.

CORPORATE PROJECTS 2016-2017

The MMR class of '17 is tackling eight corporate sponsored projects. The eight student teams are each composed of two or three members plus a faculty advisor. This year's corporate sponsors are Arby's, Lowe's, Coca-Cola, RaceTrac, Eli Lilly, Johnson and Johnson Vistakon, and Merck which is sponsoring two projects. The topics range from studying perceptions of fast food/fast casual restaurants to in-depth analysis of attitude and behavior toward a specific disease. The student teams will be using a range of marketing

research methods including in-depth interviews, focus groups, case studies, literature reviews, and traditional survey research. Student teams are responsible for collecting data, analyzing results, and reporting insights. Many thanks to our corporate sponsors for providing the opportunity to develop research skills using real problems. The student teams will share their experiences at the Spring MMR Board of Advisors meeting.

MMR IMMERSION WORKSHOP: DON'T FORGET THE SOFT SKILLS

Thomas Walker (MMR '99) returned to Athens for an immersion day workshop emphasizing the role of soft skills including effective ways to communicate and influence. While summarizing the varied roles that marketing research and consumer insights professionals play, Thomas noted that "Our role as decision coaches is to help our clients navigate a complex set of choices so they can create winning strategies and execution plans to grow their business to lead to sustainable growth." In his career, Thomas has worked with IBM, Microsoft, TNS and is now Senior Director at The Coca-Cola Company where he has global responsibility for the company's foundational research and insights protocols.



ALUMNI CORNER

2015

Charlie Farr shares some highlights from the past year and a half in his role as Project Analyst at Chick-fil-A:

- Reinvented and launched Chick-fil-A Brand Health Study chain wide and across all Chick-fil-A DMAs
- Led session at market level marketing summit to equip Chick-fil-A Operators on how to turn insights from brand health into clear plans of action
- Conducted and completed over 30 qualitative and quantitative projects to drive innovation and customer experience design at Chick-fil-A
- Led ethnographic study to redefine core elements of the Chick-fil-A brand



DENISE ZHUANG AND MICHAL POLANOWSKI

2013

Lance Worley and his wife welcomed their first child, Luke Joshua Worley, on November 26.

2011

Denise Zhuang writes “On 30 July, 2016, Michal Polanowski and I got married in Singapore. Michal and I met when I was studying in the MMR program. Michal took three of Dr. Wurst's classes for his business electives as part of his HACE PhD program. Thus, the MMR program has a very special place in our hearts beyond the great impact it made in my career. We celebrated our wedding with a UGA arch wedding topper!”

2006

Lisa Speck (Allgaier) is happy to share the birth of her son in August – Aiden Robert.

2005

Heather Randolph joined the Executive Committee of PBIRG (Pharmaceutical Business Intelligence & Research Group) in July 2016. Heather serves as a Vice-President, Primary Research, and as a voting member of the Board, she helps to guide strategic decisions and direction for the global organization focused on the pharmaceutical industry.

1992

Lisa Courtade and the Merck Insights team were awarded the TMRE EXPLOR Award, an annual case study competition honoring innovation in marketing research at The Market Research Event (TMRE) in October. Lisa is a Director of the newly formed Insights Association.

PARTNER NEWS

Niels Schillewaert was elected President of ESOMAR Council.

Jeff Miller is Treasurer of the Insights Association, newly formed from the merger of CASRO and MRA.

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
- Arby's
- Astrazeneca
- 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
- True North Companies

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*)
– Cori Deutsch (MMR '15)
– Sam Baerenwald (MMR '16)

Terry College of Business Master of Marketing Research

Benjamin C. Ayers, Dean

Charlotte Mason, Director, MMR

Marcus Cunha, Jr., Graduate Coordinator, MMR

James Meyer, Program Coordinator, MMR

The University of Georgia

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Terry College of Business
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