My first year as the director of the MMR program has been an incredibly busy but extremely rewarding one. With Jamee’s retirement, we recruited and welcomed Jeanne into her new role as the program assistant.

As part of our recruiting of a pool of talented students for the class of ’19, we have put a great amount of effort to raise awareness about the program across colleges and universities by presenting the program to career advisors and prospective students. Early applications indicate that this effort is paying off with an encouraging number of high-quality applicants. We have extended our corporate-relationship reach by adding four new members to the advisory board, setting up an outstanding technological partnership with AYTM, and creating two summer scholarships for underrepresented minorities with the generous support of Eli Lilly. On top of all that, the MMR program hosted an incredibly successful Reunion and Summit in Athens and we already have scheduled the next one for Fall of 2019! Recruiting is now picking up and students are getting busy with campus interviews following a successful career fair. None of this could have been accomplished without the support of our outstanding alumni and corporate partners, as well as of our staff and leadership both at the department and college levels. I hope you enjoy reading this newsletter where we further detail these initiatives and document our achievements for the past year.
DEPARTMENT AND FACULTY NEWS

MRR INFORMATION SESSION
Dr. Cunha and Dr. Mason hosted an information about the MMR program to prospective MMR students in the Fall semester. Forty students from GA and other surrounding states signed up to attend the session in person while eight students signed up to watch it online.

STAFF CHANGES
After 40 years of service to The University of Georgia (32 of those with the MMR program!), Jamese Meyer decided to retire last July. We wish her well in enjoying her retirement. Jeanne Taylor, who previously served as the marketing department assistant, has taken over the role of MMR program assistant and is already having a very positive impact on the program!

BOARD MEETING
We welcome the following new board members: AYTM, Bellomy Research, Aimpoint Research, and Mail Chimp.

The Fall Board Meeting followed the MMR Reunion and Summit. The Board engaged in very fruitful breakout sessions to discuss the skills marketing researchers need today and in the next decade and the strengthening of the relationship between the MMR program and corporate partners. Our next meeting will be on April 26th in Atlanta.

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.

AYTM TECHNOLOGICAL PARTNERSHIP

The MMR program and AYTM (AYTM.com) have agreed on a partnership that will further enhance the world-class education our students receive. In addition to gaining access to AYTM’s cutting-edge platform and training, students will systematically have access to AYTM’s proprietary research panel with 25+ million participants to conduct the many projects necessary to complete their coursework. In the past, students had to rely on social media and friends to conduct their projects. This partnership will not only enhance the efficiency and quality of the projects but also provide a great hands-on experience in panel-based marketing research, which will further increase the students’ value on the job market. We are proud to be selected by AYTM as their premier EDU partner.

About the partnership with the MMR program, Lev Mazin, CEO at AYTM said "We’re honored to partner with the world’s first MMR program that continues to set the standard for market research education. We are committed to empowering the next generation of researchers with the wide array of the leading-edge research automation tools that they will use in the real world. In doing so we are able to support them as they complete research projects for their coursework and carry the skills and knowledge well beyond into their professional careers.”
We truly enjoyed hosting our alumni, current students, board members, and friends of the program at the MMR reunion and summit. The reunion included pre-summit workshops, opening reception in our new building, the research summit with great speakers at the Classic Center, and a closing reception sponsored by Lynx Research Consulting at Hotel Indigo. Approximately 175 people attended the event! It was such a success that the Advisory Board already approved a reunion for 2019. A Big thank you to our Gold Sponsors: Aperio Insights and KS&R, Silver Sponsors: MMR Research Associates and The Company, and Bronze Sponsors: M/A/R/C Research, Burke Inc., and Remesh.

The topics presented included: Machine Learning, Social Infrastructure, Video-First Approach, Futurism, Real Time Research, among others. A big thank you to Mike Courtney for coordinating the efforts for putting the program together and securing sponsorships. A follow-up survey indicated 100% of overall satisfaction (top-two boxes) with the event. Here are a few quotes from attendees:

"It's a phenomenal opportunity to learn about new technologies being implemented to gain more accurate insights from traditional (and new) market research methods. All in a social setting without the 'sales-focused' feeling that you can experience at typical conferences."

"It's not every day you get to spend time with great minds in a great town growing your network and knowledge of our industry. Definitely a cannot miss event!"

"When it comes to getting new perspectives and networking with the industry, this is the best kept secret around. You get all the benefits of college (learning by day and great food and drinks by night) without the pressure of exams. You can't beat that."

"The best thing about the Summit and Reunion is the level of interaction among everyone there. Clients don't have their shields up, and suppliers/agencies don't take advantage of that. Very respectful and helpful dialog."

"Meet and mingle with the brightest market research folks in the industry and take in some new topics to broaden your perspective."

"Better than continuing education, The Summit is about what's next for marketing and the intelligence and insights needed to build brands and businesses."

"The Summit brought together speakers that force us to think outside of our comfort zone, which is great for growth. Unlike other industry conferences which can start to get repetitive, I left with some outside the box ideas."
KEVIN ALEXANDER: Kevin graduated cum laude with his BBA degree in Marketing from The University of Georgia in May 2017. During his time at UGA, he worked with the UGA Hockey’s marketing department for two seasons. There, he gained experience in promotional marketing, sales research, and operational management. In the classroom, Kevin participated in a research project investigating consumer preference for ride-sharing services with the purpose of exploring opportunities for taxi services to regain their share of the market. Another project examined consumer attitudes toward features of coffee shops and how they affect purchase intention. Kevin’s work experience and academic exposure captivated his interest in business and marketing research.

ASHLEY ANDERSON: Ashley graduated magna cum laude with her BBA degree in Marketing and International Business and her BA in Spanish from The University of Georgia. For most of her undergraduate career, she was pre-law until her path was redirected to MMR by Terry professors. She gained relevant experience by working as a Junior Advisor at the UGA Office of International Education and as a student worker at the UGA Office of Legal Affairs. Ashley is ready to begin this new chapter on her way to becoming a double dawg.

CAROLINE BROWN: A Georgia native, Caroline graduated cum laude from The University of Georgia earning a BBA in Marketing, with a concentration in Digital Marketing and a minor in Religion. During her undergraduate career, Caroline led and promoted the 3,000+ member, $1.3M student-run UGA Miracle as the Marketing Director. She has gained additional marketing research experience by working with the Coca-Cola Company as a graduate student researcher, as well as sociologically coding as an analyst with Instapanel. She also contributes to the Ask Your Target Market blog, and works with ALS Qualitative Research LLC as a focus group facilitator and transcriber. She is proud to soon become a double dawg and looks forward to her career in marketing research.

PAUL DOBSON: Paul received both a BBA degree in Risk Management and a Legal Studies Certificate from Terry College of Business in 2015. Since then he has developed and sold IOS Applications in continuation of a business he started in his undergraduate years. During the past year, he has gained new leadership experience through a management position with the Oconee County municipality. Paul has recently returned from backpacking through Switzerland, Germany, Austria, and the Czech Republic.

SEAN CAREY: Sean graduated summa cum laude from the College of William & Mary in 2012. He received a BA degree in Psychology and English and was inducted into the Phi Beta Kappa Society. After graduation, he worked in a psychology research clinic at Emory University, where he conducted quantitative and qualitative studies on adolescent mood disorders. Subsequently, Sean worked for the American Cancer Society, where he oversaw marketing and data analysis for ACS’s three oncology research journals.

LAURENS HERFS: Laurens, originally from Germany, graduated from Maastricht University, Netherlands in 2016 with a BSc degree in International Business and a concentration in Marketing. During his undergraduate years, he gained research experience through various study courses, projects, and his work as a student assistant at MAIX Market Research & Consulting. After graduation, he pursued his first Master’s degree in International Business with a specialization in Marketing-Finance at Maastricht University.

LAUREN KENNEDY: Lauren graduated cum laude from Clemson University with a BS degree in Accounting and Finance. Over the past three years, Lauren has worked as a consultant at Deloitte, serving as a strategic advisor for her clients in various project capacities. She has supported projects ranging from internal control assessment and evaluation, business process improvements, brand and reputation management, and customer segmentation and experience. With a passion for people and problem-solving, Lauren jumps at the opportunity to serve clients and take on new challenges. Her past experiences have strengthened her tactical, strategic, and analytical skill sets, and have reinforced her interest in consumer insights, marketing strategy, including growth strategy, strategic planning, customer strategy, strategic communications, and brand/consumer positioning.
major in American Studies and Sociology. She also enhanced her business knowledge by earning a certificate from UVA’s McIntire Business Institute. Rachel was a Market Research Intern at the Consumer Technology Association where she analyzed survey results and gathered insights about ownership rates and market potential for various electronic products. During her fourth year of college, she was employed as a Research Assistant at UVA’s Center for Survey Research, gaining extensive experience in research design, analysis, and report preparation. In her undergraduate coursework, Rachel developed strong critical research interests in consumerism and popular culture. She is looking forward to applying her experiences and passions to explore the role of the consumer in today’s society.

**TYLER KRUG:**
Tyler, a Georgia native, graduated summa cum laude from Columbus State University with an honors degree in Vocal Performance. Shifting his focus from the stage to marketing, Tyler sought to leverage two international experiences in England and Italy and time served as a study abroad ambassador to pursue a career in international education. As a result of these unique experiences, Tyler was named Study Abroad Program Representative at Arcadia University in Glenside, Pennsylvania in September of 2015. In this role, Tyler took the opportunity to develop marketing campaigns for prospective students and reformat student outreach processes using reporting techniques through Salesforce while simultaneously maintaining professional relationships with study abroad directors and students across the United States. Tyler has further explored marketing research by completing online courses in coding and statistics. In his free time, Tyler has pursued his passions for travel and music by traversing Iceland in 2016 and performing his music in the city of Philadelphia.

**RACHEL KOPELOVE:**
Raised in the Washington, D.C. area, Rachel graduated from the University of Virginia in 2017 with a double major in American Studies and Sociology. She also enhanced her business knowledge by earning a certificate from UVA’s McIntire Business Institute. Rachel was a Market Research Intern at the Consumer Technology Association where she analyzed survey results and gathered insights about ownership rates and market potential for various electronic products. During her fourth year of college, she was employed as a Research Assistant at UVA’s Center for Survey Research, gaining extensive experience in research design, analysis, and report preparation. In her undergraduate coursework, Rachel developed strong critical research interests in consumerism and popular culture. She is looking forward to applying her experiences and passions to explore the role of the consumer in today’s society.

**RACHEL LEWACK:**
Rachel graduated summa cum laude from The University of Georgia in 2017 with a BBA degree in Marketing with an Emphasis in Sales, a minor in Fashion Merchandising, and a Certificate in Entrepreneurship. Rachel is also an avid traveler and studied international business abroad at the University of Oxford. During her undergraduate years, Rachel interned with AFLAC as a Sales Associate as well as gained sales and Digital Marketing experience through internships in Georgia and Delaware. She worked at Athens Passport Magazine managing their social media platforms and developed a social media team to communicate various messages. She participated in the Terry Sales Competition and was a finalist in the Pi Sigma Epsilon Regional Pro-Am Sales Competition.

**ALYSSA NOBLE:**
A Virginia native, Alyssa graduated magna cum laude from Virginia Tech in 2015 with a degree in biochemistry and minors in chemistry and business. While working on her honors undergraduate diploma, Alyssa had the unique opportunity to conduct research with professors in the marketing department at Virginia Tech and discovered her interest in marketing research. After graduation, Alyssa worked at the Honors College at Virginia Tech and helped to advise current honors students and promote the Honors College to incoming students. After her tenure at the Honors College, Alyssa worked as a research assistant in the marketing department at the University of Kentucky. There she learned survey design, multivariate analyses, and research procedures. Currently, Alyssa is analyzing data from a research study conducted on the use of a new three-dimensional simulation to help law enforcement officers identify potentially dangerous situations.

**CARLY O’SABEN:**
Carly graduated from the Georgia College in May 2017, with a Bachelor of Business Administration degree in Marketing and a minor in Sociology. She had experience in extracurricular leadership, including serving as President and Founder of the Running Club at Georgia College. Carly was selected as a Market Research intern for MMR Research Associates in Roswell, Georgia. That experience was a very rewarding because she was closely mentored by MMR alumni and took her first professional steps into the Market Research industry. She worked closely on projects for clients including The Home Depot, Publix, and PPG. The professional experience she gained at MMR Research Associates allowed her to contribute to the successful completion of award-winning Market Research projects and she was recognized for her contribution to two publications.

**COLLIER SCOTT:** Collier graduated cum laude from the University of Wisconsin-Milwaukee with a BBA degree in Business Administration and a concentration in Marketing. Collier is a Milwaukee native who relocated to Washington, DC to start his career in marketing. Before

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working for the global architecture firms Quinn Evans Architects and CannonDesign as a Marketing Coordinator, he gained research experience through the completion of multiple internships, various projects, and the DC Public Schools Stakeholder Survey.

CLAUDIA SMITH: While residing in Pennsylvania, Claudia completed her degree at Millersville University. She graduated in December 2016 with a Bachelor of Science in Business Administration with a concentration in Marketing. During her senior year, Claudia implemented a marketing proposal for the PBH Foundation’s Formula 5 Marketing Competition and conducted an observational study for the management of a local ice cream parlor. Furthermore, she worked on a project aimed at evaluating the significance and effectiveness of having alcohol education programs for incoming freshmen students. Throughout her undergraduate career, she has gained research experience by conducting focus groups, designing surveys, analyzing data, and delivering reports.

ERIN SOWELL: Erin graduated magna cum laude from Lehigh University with a Bachelor of Science degree in Earth and Environmental Science. As an undergraduate, she completed an honors thesis and represented the World Corrosion Organization at the United Nations. Erin also co-founded Air Releaf, a company focused on plant-based air purification and won several awards for entrepreneurship in Eastern Pennsylvania. After graduation, she worked as a Research Scientist at EcoTech Marine doing product testing. Most recently, Erin has worked as an intern at SKIM where she conducted primary and secondary quantitative research.

TORI VINES: Tori graduated cum laude with her Honors Bachelor of Science degree in Economics and Advertising from The University of Alabama. During her undergraduate years, Tori gained extensive marketing experience as an intern for Whole Foods Market, Talladega Superspeedway, the UA Law School, the UA Career Center and more. In 2015, she was selected as one of 20 national recipients of the AAF Stickell Internship Scholarship and was placed at Whole Foods Market’s Los Angeles corporate office. Tori was able to dive into the marketing research world as a 2-time member of UA’s National Student Advertising Competition Team, where she conducted secondary and primary research (surveys, interviews, focus groups, concept testing) for Mary Kay and Snapple. Tori most recently worked in marketing research during her internship at Zeekee Interactive, where she assisted with audience segmentation and product development for a new brand.

JOHN WALRATH: A Georgia native, John graduated magna cum laude from The University of Georgia in 2016 with a BBA degree in economics and a minor in Spanish, which he speaks fluently. During undergraduate years, he served as a research assistant to a labor economics professor and conducted extensive econometric analysis on the effect of the minimum wage on job creation. After graduating, John became an inventory and supply controller at Hudson 51 Official Wear. His role included both sales and collection of sales order data to forecast demand and optimize inventory. While John has enjoyed gaining practical experience and traveling to new places, he is now very excited to return to The University of Georgia as an MMR candidate.

WE WANT TO HEAR FROM YOU!
PLEASE SEND YOUR NEWS VIA EMAIL TO:
CUNHAMV@UGA.EDU OR CMASON@UGA.EDU
facebook.com/TerryMMR/
terry.uga.edu/mmr
**ALUMNI CORNER**

**1984**  
**Nadine Brewer** is currently with Red Robin Gourmet Burgers & Brews based out of Denver, but working remotely from Louisville, KY, where she lives.

**1992**  
**Lisa Courtade** and the Merck Insights team were awarded the Most Innovative Research Method by Next Gen Market Research Association.

**2001**  
**Suann Griffin** is now with Sprint and manages its Consumer Insights.

**2002**  
**Meggie (Dimitrova) Dotov** and her husband, Alexander, welcomed their third child, baby girl Darina Dotov, on October 23, 2017.

**2003**  
**Manju Sudhakaran** has been promoted to Staff Manager at Qualcomm, based in San Diego.

**2010**  
**Michelle (Carrier) Wales** and **Jon Wales** welcomed their first child, Nathan James Wales, in December. Michelle is a manager on the Global Strategic Insights team at Johnson & Johnson Vision.

**2011**  
**Jori Simmons** (now Jori MacNaught) married on December 15th, 2017 to Kevin MacNaught, her significant other of 8 years. They share their cozy home in Caledonia, MI with their 3-year-old Shiloh Shepherd Odin.

**Partner News**  
**MailChimp** was named 2017 Company of the Year by Inc.

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**CAREER FAIR**

The career fair was well attended with fourteen firms participating. The 2018 Career Fair was held following the MMR 38th Anniversary Reunion and summit in Athens, in the brand new Moore–Rooker Hall. Companies attending the career fair were Burke Inc., MailChimp, Duke Energy, Altria, Bellomy Research, Kantar Added–Value, Kantar TNS, Kantar Millward Brown, Lieberman Research Worldwide, M/A/R/C Research, SKIM, Eli Lilly, IPSOS, and Directions Research.

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

**EMPLOYMENT STATISTICS**

15 (out of 19) graduates from the class of 2017 accepted offers on the supplier side. Nearly 85% have relocated outside of Georgia including Los Angeles; Cincinnati; Indianapolis; Richmond, VA; NYC; Chicago; Dallas; and Winston–Salem, NC.

**PLACEMENTS: CLASS OF 2017**

- 84.51°
- Aimpoint Research (2)
- Altria
- Arbys
- Bellomy Research (2)
- DunnhumbyUSA
- Eli Lilly
- InSites Consulting (2)
- Johnson & Johnson Vision Care
- Lieberman Research Worldwide
- M/A/R/C Research
- Mesh
- Radius Global Market Research (2)
- University of Minnesota Doctoral Program
- SKIM (3)
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. For more information about joining the board, please email Jeanne Taylor at jeanne26@uga.edu.

- 84.51
- Altria
- Aimpoint Research
- 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.
- SKIM
- Strategy Outfitters
- The Coca-Cola Company

ADVISORY BOARD STEERING COMMITTEE

Board Chair – Mike Courtney
Past Chairs – Jeff Miller and Rob Arnett
Chair-elect – Karla Duncan
Co-Chairs of Corporate Outreach Committee – Rob Arnett, Wendy McGill, and Adrian Bing-Zaremba
Co-Chairs of Student Skills Committee – Carla Jordan, Patricia Houston, and Drew Hansen
Chair of Alumni Engagement Committee – Patricia Houston and Cassidy Hoffman
Members at large – Niels Schillewaert, Betsy Sutherland, Jill Eberle, Jeff Walters
MMR Director – Marcus Cunha
MMR Graduate Coordinator – Charlotte Mason
MMR Students of the Year (ex officio) – Sam Baerenwald (MMR ’16) – Cassidy Hoffman (MMR ’17)

Terry College of Business Master of Marketing Research

Benjamin C. Ayers, Dean
Charlotte Mason, Department Head
Marcus Cunha, Jr., Director, MMR

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