



Doug Lester
Qualitative Market Research

With more than a decade of client-side marketing leadership under his belt, Doug Lester brings a deep understanding of context and background to qualitative market research. As Executive Director of One-to-One Marketing at Johnson & Johnson and Neutrogena, Doug applied insights gained through innovative qualitative research to develop business strategies, new products and advertising that have driven growth in multiple categories. In addition to marketing and management roles at Avon, Lancaster Group Worldwide and Estée Lauder, Doug has over 8 years of experience working with non-profit organizations.

An engaging moderator and expert interviewer, Doug's approachable and adaptable style builds trust quickly, allowing him to connect with research participants on a deeper and more meaningful level. Doug's insightful analysis and reporting yields a high level of practical application addressing clients' key business decisions.

Doug earned a BA from Yale University in Russian and Eastern European Studies and later completed the dual MBA/MA program at The Wharton School and The Lauder Institute of Management and International Studies at the University of Pennsylvania. Following through on his international interests, Doug has lived, studied and worked in Russia and has also managed global product launches in multiple European markets, the UK and Australia.

Doug is a member of the Qualitative Research Consultants Association (QRCA) and the American Marketing Association, and is a RIVA-certified moderator.



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Full service, à la carte, or in collaboration with a network of partners, Doug Lester has experience with a broad range of formats, targets and topics. Recent work includes:

- A series of telephone interviews with rheumatology thought leaders to identify emerging opinions and R&D trends in a rapidly expanding area of medical treatment.
- In-person in-depth interviews with PCPs, psychiatrists, pulmonologists and neurologists to gather insights for the positioning of a newly introduced drug.
- Focus groups with undergraduate and graduate students, overlaid by a series of telephone interviews with opinion leaders in music education, to assist a nationally-recognized music conservatory in refining its positioning and curriculum.

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| <p>Formats</p> <ul style="list-style-type: none">▪ Focus groups▪ In-depth interviews▪ Telephone interviews▪ Projective techniques▪ Laddering▪ Online formats | <p>Targets</p> <ul style="list-style-type: none">▪ Women and men across a range of demographics▪ Physicians and researchers▪ Young adults and college students▪ Educators▪ Non-profit leaders▪ C-level executives▪ High net worth individuals▪ Gay and lesbian |
| <p>Topics</p> <ul style="list-style-type: none">▪ Medical conditions and healthcare▪ Pharmaceuticals▪ Consumer products▪ Education▪ Real estate▪ Category insight▪ Brand equity▪ New product concepts▪ Packaging▪ Advertising▪ Website design and usability | <p>Topics for non-profits</p> <ul style="list-style-type: none">▪ Client needs and satisfaction▪ Communication strategies and concepts▪ Program and curriculum▪ Development and alumni relations |