



MICHAEL ANDERSON

QUALITATIVE RESEARCH MANAGER

PROFILE

Accomplished qualitative research analyst specializing in consumer insights within the retail sector. Expertise in leveraging qualitative methodologies to inform marketing strategies and enhance customer engagement. Skilled in conducting ethnographic studies and in-depth interviews that reveal consumer motivations and preferences. Ability to translate complex qualitative data into clear, actionable recommendations for various stakeholders.

EXPERIENCE

QUALITATIVE RESEARCH MANAGER

Retail Innovations Inc.

2016 - Present

- Directed qualitative research initiatives to assess consumer behavior in retail environments.
- Designed and implemented ethnographic studies to gather real-world insights.
- Collaborated with marketing teams to align research findings with brand strategies.
- Utilized Atlas.ti for qualitative data analysis and report generation.
- Presented research insights at industry conferences, enhancing company reputation.
- Trained and supervised a team of junior researchers on qualitative methods.

RESEARCH ANALYST

Market Dynamics Group

2014 - 2016

- Conducted qualitative interviews to explore consumer trends and preferences.
- Analyzed data to produce actionable insights for product development teams.
- Developed comprehensive reports outlining key findings and recommendations.
- Facilitated focus groups to gather feedback on new product concepts.
- Maintained relationships with clients to ensure research objectives were met.
- Utilized qualitative analysis software to streamline data processing.

CONTACT

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SKILLS

- consumer insights
- ethnographic research
- qualitative analysis
- marketing strategy
- data synthesis
- team leadership

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN PSYCHOLOGY,
NEW YORK UNIVERSITY

ACHIEVEMENTS

- Increased brand engagement metrics by 25% through targeted research insights.
- Awarded 'Best Research Team' for innovative project execution.
- Contributed to a published white paper on emerging retail trends.