



illumination  
R E S E A R C H



joanne suh

**SENIOR INSIGHT STRATEGIST**

*An expert at achieving your business objectives through customer-centric moderation and facilitation methodologies*

Joanne combines an engaging personality which really encourages respondents to open up, with a strong leadership presence in the backroom. She brings valuable perspective and skills to her clients due in part to her time spent working on the client side for Procter & Gamble in Consumer Market Knowledge (CMK).

Joanne's many years as a qualitative research consultant, along with over 10 years of industry experience, make her an integral part of the client team. Her qualitative experience spans many categories and companies including: Kashi, Hershey, Hallmark, Tyson, Turbo Tax, P&G, Wrigley, Nestle, Design Forum, Walmart, Target, and many others.

Her "toolbox" of innovative techniques includes mind mapping, metaphor elicitation, debating, perceptual mapping, and projective techniques. These tools combined with her natural curiosity and passion for discovery make her an ideal partner for your qualitative research.

[Joanne's LinkedIn Profile](#)

**EDUCATION:** BA, Communications/Public Relations, University of Dayton

**CONCENTRATION**

Concept Development & Testing  
Website Usability  
Advertising Copy Testing  
Product Placement/Usage  
Package Design  
Shopper Research  
Online Focus Groups  
Phone Interviews  
In-home Interviews  
New Product Development  
Brainstorming/Ideation  
Learning Connect ®

**EXPERIENCE**

Health Care  
Pharmaceutical  
Hair Care  
Business to Business  
Beauty Care  
Laundry & Cleaning Products  
Baby Care  
Software  
Household Needs  
Water Filtration  
Food and Beverage  
Personal Care  
Automotive  
Grocery  
Sports/Energy Products