

TEMPLE Lunch & LEARN

Thursday, June 21st

11:30am -1:30pm (Lunch Provided)
Temple University Center City Campus
1515 Market Street, Philadelphia PA 19102

Keynote Speaker: Kathryn Korostoff of Research Rockstar



Kathryn Korostoff is president and lead instructor at Research Rockstar, the leading provider of market research training and staffing services.

With a team of 10 instructors and 100+ fully-vetted US-based consultants, Kathryn works to advance market research and insights excellence. She wants everyone to be a Research Rockstar!

Presentation Title: A Rising Data Tide Lifts All Research Boats"

Have you ever mulled over the following questions?

- *I am not a "big data" expert. How do I protect my career from infringement by new experts?*

- *This new (CX/UX/biometrics/data analytics/other hot topic of interest) stuff looks fascinating; is it realistic to nudge my current career path in that direction?*
- *If demand for professional survey research or focus groups declines precipitously, what are my most future-proof options?*

These are hard, but important questions.

We live and work in a world that has many sources of data, big and small; there is no one-size-fits-all data source or data analysis method. Indeed, we live in an increasingly data-fluent, data-agnostic world.

In this talk, I will present two strategic career paths that leverage the data-agnostic reality, and share a (downloadable!) framework for adopting a data-agnostic approach to matching customer research questions to data options.

I invite you to join me for a presentation and lively conversation: "A Rising Data Tide Lifts All Research Boats." It's time to think about your career plan in the context of current market research and insights profession changes.

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