



Professional Biography

Dr. William "Bill" MacElroy

*President
Socratic Technologies, Inc.*

Bill MacElroy brings more than 25 years of marketing management and research experience to Socratic Technologies. His career has included both agency and client-side managerial positions with Corning Glass Works, Memorex/Unisys Corp., Cheskin+Masten, MACRO, Autodesk and Modalis Research.

Dr. MacElroy has extensive experience in strategic planning and marketing research, in both the consumer packaged goods and high-tech/industrial markets. In 1994, he co-founded Socratic Technologies, Inc., a San Francisco-based research agency focused on computer-based and interactive marketing research. Within a few years, the company grew from a two-person operation to one of the top 100 research firms in the United States.

Bill holds a doctorate in Management Technology & Business Administration from Golden Gate University, San Francisco; an M.B.A. with a concentration in Marketing from Pennsylvania State University and a B.A. in Economics from the State University of New York. He also spent an undergraduate term at the Universität Würzburg in Germany.

Dr. MacElroy has taught New Product Development and Marketing Research for UC Berkeley Extension, San Francisco. He has been a guest lecturer at MIT, UC Berkeley, The Pennsylvania State University, University of San Francisco, and the ND-AMA School of Marketing Research, which is co-sponsored by the AMA and the University of Notre Dame.

He has given papers and presentations in association with the following groups: American Marketing Association (AMA), American Association for Public Opinion Research (AAPOR), Business Marketing Association (BMA), Council of American Survey Research Organizations (CASRO), Council of Marketing and Opinion Research (CMOR), European Society for Opinion and Marketing Research (ESOMAR), Frost & Sullivan Conferences, Institute for International Research (IIR), International Productivity and Quality Center (IPQC), Marketing Research Association (MRA), Public Relation Society of America (PRSA), Society for Marketing Advances (SMA), Western Decision Sciences, and World Research Conferences.

Bill is the past-president of the Interactive Marketing Research Organization (IMRO) and is the Committee Chairperson for IMRO's Journal of Online Research (iJOR). He currently serves on the Governmental Affairs committee of CMOR. He is a past president of the San Francisco Bay Area Chapter of the AMA.

William H. MacElroy

Publications & Contributions (1996-2007)

- MacElroy, William H. & M. Gray (August 2006). Measurement of the sponsor-affinity component of the leverage-salience theory of survey cooperation. www.ijor.org: IMRO Journal of Online Research.
- MacElroy, William H. (February 2005). Make the process open to all: Bringing Web surveys into compliance with the Americans with Disabilities Act. *Quirk's Marketing Research Review*. p. 38.
- MacElroy, William H. (July/August 2004). How to catch a cheat: techniques for identifying problem respondents in online surveys. *Quirk's Marketing Research Review*. p. 46.
- MacElroy, William H. (June 2004). Spyware's potential threat to the profession. *Alert!*, pub: MRA, (vol. 44, No. 6). p. 4.
- MacElroy, William H. and D. Wydra. (May 2004). Hidden barriers to new product acceptance: preference inertia. *Quirk's Marketing Research Review*. p. 52.
- MacElroy, William H. and M. Gray. (September 2003). 10 tips for successful online survey design. *Alert!*, pub: MRA, (vol. 41, No. 9). p. 23.
- MacElroy, William H., R. Nelson. (July 2003). High-technology branding deflates. *The Business-to-Business Marketer*. (vol. 8, No. 7). p. 12.
- MacElroy, William H., M. Gray. (June 2003). IMRO online Survey Satisfaction Research: A Pilot Study of Salience-based Respondent Experience Modeling. *IMRO Journal of Online Research*. www.ijor.org.
- MacElroy, William H. (May 2003). Combining perceptual and behavioral data for reporting overall web site performance. *IMRO Journal of Online Research*. www.ijor.org.
- MacElroy, William H. (March 2003). What will the world of online research look like 15 years from now? *Alert!*, pub: MRA, (vol. 41, No. 3). p. 17.
- MacElroy, William H. (February 2003). The democratization of marketing research: Industry faces increasing competition from DIY surveys. *Quirk's Marketing Research Review*. p. 23.
- MacElroy, William H. (February, 2003). Survey Satisfaction Research: Respondent Satisfaction Modeling: Initial Results from an IMRO/CMOR Client Outreach Project. Included in proceedings from CMOR *Protecting Our Assets* conference, (Orlando, Florida).
- MacElroy, William H. (January 2003). Marketing research industry crisis of non-cooperation and survey avoidance: A focus on Web research. *Alert!*, pub: MRA, (vol. 41, No. 1). p. 19.
- MacElroy, William H. (January 2003). The role of online surveys in the usability assessment process. *Usability Interface*, The Newsletter of the STC Usability SIG, (vol. 9, issue 3). p. 1.
- MacElroy, William H. (July/August 2002). The need for speed: Time-savings as a competitive distinction for online research. *Quirk's Marketing Research Review*. p. 22.

- MacElroy, William H. (April 1, 2002). Computer configuration figures to change MR. *AMA Marketing News*. p. 23.
- MacElroy, William H., et. al. (March 2002). A comparison of quality in open-end responses and response rates between web-based and paper and pencil survey modes. *IMRO Journal of Online Research* (www.ijor.org).
- MacElroy, William H., et. al. (September 2001). The research industry's waning relationship with the respondent: why fewer people are taking part in survey and what can we do? Included in proceeding of *ESOMAR Congress 2001* (Rome).
- MacElroy, William H. (April 2001). Applying lessons learned: differences in the evaluation of B2B and B2C web sites. *Quirk's Marketing Research Review*, p. 28.
- MacElroy, William H. (March 2001). How the Internet will kill three of the four Ps of marketing (and how market research will be subsequently changed forever). In K. J. Jonas, P. Breuer, B. Schauenburg & M. Boos (eds.), *Perspectives on Internet Research: Concepts and Methods*. Universität Göttingen.
- MacElroy, William H. (January 15, 2001). Smart programs improve web pitch. *AMA Marketing News*. p. 12.
- MacElroy, William H. (November/December 2000). Truths and myths about web surveys. *Research Federation Forum* pub.: NAA for the Research Federation. p. 9
- MacElroy, William H. (November 2000). Online gefragt geht's schneller, (online surveys are faster). In German. www.acquisa.de.
- MacElroy, William H. (November 2000). International growth of web survey activity. *Quirk's Marketing Research Review*. p. 48.
- MacElroy, William H. (September 2000). The impact of networking: views by Bill MacElroy. *Research World: Marketing Intelligence and Decision-Making*, Volume 8. p 14.
- MacElroy, William H., et. al. (September 2000). How the technological orientation of commercial research organizations relates to measures of business success. Included in the proceeding of *ESOMAR Congress 2000* (Vienna).
- MacElroy, W. (July/August 2000). Variables influencing dropout rates in Web-based surveys. *Quirk's Marketing Research Review*. p. 50.
- MacElroy, William H. (July 3, 2000). Web research needs its own trade group. *Advertising Age*. p. 26.
- MacElroy, William H. (April 2000). Measuring response rates in online surveys. *Quirk's Marketing Research Review*. p. 50.
- MacElroy, William H. (July 1999). Comparing seven forms of on-line surveying. *Quirk's Marketing Research Review*. p. 40.
- MacElroy, W. (October 1999). Six Key Differences Between On-line and Off-line Customer Satisfaction. *Quirk's Marketing Research Review*. p. 54.
- MacElroy, William H. and A. Saltzman. (February 1999). Trends in DBM: Response rates and respondent willingness. Included in proceedings from *The Seventh Annual Sawtooth Software Conference*, (Boise, ID).

MacElroy, William H. (July 1998). The top 10 FAQs about on-line research. *Quirk's Marketing Research Review*. p. 22.

MacElroy, William H. (1997). The effect of e-personality on research results. *CASRO Journal* (Council of American Survey Research Organizations). p. 47.

MacElroy, William H. (October 1997). The anonymity gradient. *Quirk's Marketing Research Review*. p. 34.

MacElroy, William H. (December 1996). Comparative results between computer-aided data collection methods: Internet Web survey versus disk-by-mail. Paper presented at the *International Conference on Computer-Assisted Survey Information Collection*, (San Antonio, Texas.)

Quotes and Citations

IMRO Prepares to Make its Industry Mark. *Research Business Report*. March 2002

Experts Assess MR 2002 Opportunities. *Research Business Report*. December 2001

Finding Business: Industry Succumbs To Economy. Looks For New Resources. *AMA Marketing News*. September 10. 2001

Ethics in Online Research Sampling. *Research Conference Report*. June 2001

Netting limitations: Online researchers' new tactics for tough audiences. *AMA Marketing News*. February 26. 2001

Does Technology Adoption = MR Success? *Research Conference Report*. October 2000

Online Research Insights Gush Over at AMA Research Conference Closing Session. and Study: Disturbing MR Attitude Towards Technology Adoption. *Research Business Report*. October 2000

Inside Research – A Confidential Newsletter for Research Industry Executives. October 2000. Issue 142. p. 2.

Fortress Germany Opens Its Doors. *Research*. September 2000. 412

Online Research: Where Do We Go From Here. *Quirk's Marketing Research Review*. July/August 2000

Industry split over Net research group. *AMA Marketing News*. June 5. 2000

Repondez-vous. b-to-b: The best way to serve business customers via the web. *AMA Marketing News*. May 22, 2000

Inside Research – A Confidential Newsletter for Research Industry Executives. May 2000. Issue 136

Inside Research – A Confidential Newsletter for Research Industry Executives. February 2000. Issue 133

The Future of Online Research. *AMA Marketing News*. January 3. 2000

Inside Research – A Confidential Newsletter for Research Industry Executives.
January 2000. Issue 132

Experts Assess MR Industry in 2000. *Research Business Report*. December 1999.

Customer Disservice on the Rise. *Red Herring*. redherring.com. November 23. 1999

High-Tech companies embrace branding - Survey: Most will rely on mix of messages. *Advertising Age's Business Marketing*. February 1998

The Casic Future. by Reginald Baker. *Computer Assisted Survey Information Collection*. edited by M. Couper. R. Baker. J. Bethlehem. C. Clark. J. Martin. W. Nicholls II. J. O'Reilly. A Wiley – Interscience Publication. John Wiley & Sons. Inc.. c. 1998

White Papers

MacElroy, William H. and Robert Nelson. (February 2003). A worldwide study of strategic branding within high-technology firms (a five year progress report). Socratic Technologies and Nelson & Company.

MacElroy, William H. (January 2000). Transforming purchase intent data to approximate purchase behavior. Socratic Technologies, Inc. Publication.

MacElroy, William H. (May 1998). Methodological comparison: telephone vs. Web-based surveys, Socratic Technologies, Inc. Publication.

MacElroy, William H. and Robert Nelson. (January 1998). A worldwide study of strategic branding within high-technology firms. Socratic Technologies and Nelson & Company.

Presentations at Conferences (1997-2007)

The Institute for International Research

The European Market Research Event

November 13-16, 2006, London, UK

Co-Speaker

Topic: Where Are We (Really) in Online Research Today in Europe? Case Studies Reveal How (and If) Transition to Online Makes Sense (with Cathy Seltz McDonald's Corporation, substituting for Donna Wydra)

The Institute for International Research

The Market Research Event

October 22-26, 2006, Los Angeles, CA

Seminar Leader

Topic: Modern Techniques in Online Marketing Research

Research Industry Summit (IIR)

Improving Respondent Cooperation

September 28-29, 2006

Panelist

Topic: Research-on-research: Sponsor-Affinity Component of the Leverage-Salience Theory of Survey Cooperation

Pricing Institute's 19 Annual PRICEX Conference

IIR PRICEX Conference

June 19-21, 2006, Huntington Beach, CA

Co-Speaker

Topic: Online Virtual Product Creation and Modified van Westendorp Pricing Methods (with Jim Stanko, Product Planning Manager, Agilent Technologies)

The Institute for International Research

The Market Research Event

November 7-9, 2005, San Francisco, CA

Seminar Co-Leader

Topic: Introduction to Marketing Research via the Internet (with Michael Gray)

Pricing Institute's 18 Annual PRICEX Conference

IIR PRICEX Conference

June 22-24, 2005, Chicago, IL

Co-Speaker

Topic: New Techniques for Online Virtual Product Creation and Pricing Methods (with Jim Stanko, Product Planning Manager, Agilent Technologies)

College of Business University of Notre Dame

American Marketing Association

The 25th Annual 2005 AMA School of Marketing Research

June 13-17, 2005, University of Notre Dame, Notre Dame, IN

Faculty

Topic: Advances in Online Marketing Research

CMOR (Council on Marketing and Opinion Research)

Webinar Series: Spyware

May 18, 2005, Online Presentation

Co-Presenter

Topic: Spyware's Threat to the Marketing Research Industry (with Brian Dautch and LaToya Rembert; CMOR, and Nick Nyhan, Dynamic Logic)

The Institute for International Research

IIR Brand Identity and Packaging Design Conference

April 18-20, 2005, New York, NY

Moderator

Topic: Effective Creative/Effective Research: How the Two Functions Can Work Together

The Institute for International Research

IIR Innovations in Marketing Strategy Conference

April 7-9, 2005, San Francisco, CA

Co-Speaker

Topic: Measurement-based Approaches to Strategic Brand Marketing Programs (with Nicolle Gottfried, President, Consonance Consulting)

PAPOR (Pacific Chapter of the American Association for Public Opinion Research)

Annual Conference

December 2-3, 2004, San Francisco, CA

Panelist

Topic: Legislative and Regulatory Issues: Steps for Complying with CAN-SPAM

The Institute for International Research

Modeling for Impact: Drill-down Tutorials for Market Researchers

December 1-2, 2004, Miami, FL

Seminar Speaker

Topic: Emerging Techniques for Online Market Modeling

The Institute for International Research

The Marketing Research Event

October 26-29, San Francisco, CA

Panelist

Topic: Issues and Legislation Affecting Marketing Researchers: Focus on Online Regulatory Requirements

The Institute for International Research

New Product Marketing 2004 Conference

September 29 – October 1, 2004, New York, NY

Panelist

Topic: Tactical Execution Excellence: Innovations in Test Marketing

The Institute for International Research

Marketing Research for Packaging Design Conference

September 27-29, 2004, Chicago

Seminar Speaker

Topic: Advanced Techniques for Packaging Design Research

The Institute for International Research

IIR Brand Identity and Packaging Design Conference

June 22-23, 2004, New York, NY

Speaker

Topic: Advanced Brand Identity and Packaging Design Online Techniques

College of Business University of Notre Dame

American Marketing Association

The 24th Annual 2004 AMA School of Marketing Research

June 14-18, 2004, University of Notre Dame, Notre Dame, IN

Faculty

Topic: Advances in Online Marketing Research

CMOR (Council on Marketing and Opinion Research)

Third Annual: Protecting Our Assets

March 2-3, 2004, Las Vegas, NV

Presenter

Topic: How Community Building Breaks Down Barriers to Participation in Online Marketing Research

The Institute for International Research

IIR Brand Business Forum

November 12-14, 2003, New York, New York

Co-Speaker

Topic: Branding in High Technology Companies: Results from a Worldwide Study (with Bob Nelson, Nelson & Company Branding)

IMRO/IIR Conference

The Marketing Research Event

October 20-22, 2003, San Francisco, CA

Co-Speaker

Topic: Improving Response Rates Using Online Communities (with Scott McDonald, Dir of MR, Condé Nast Publications)

The Institute for International Research

IIR Applications for Packaging Design Research

October 7-9, 2003, Chicago, IL

Workshop Leader

Topic: Testing Packaging Design: History and Methods from the 1940s to Modern

The Institute for International Research

IIR Brand Identity and Packaging Design Conference

June 23-24, 2003, Chicago, IL

Co-Speaker

Topic: Online Methods for Measuring Design Effectiveness

College of Business University of Notre Dame

American Marketing Association

The 23rd Annual 2003 AMA School of Marketing Research

June 18-19, 2003, University of Notre Dame, Notre Dame, IN

Faculty

Topic: Advances in Online Marketing Research

The Institute for International Research

IIR's 16th Annual Pricing Conference: PRICEX

June 9-12, 2003, Chicago, IL

Speaker, Track Leader

Topic: New Methods for Pricing Studies in the Online Research Environment

Marketing Research Association

National Conference

June 4-6, 2003, San Francisco, CA

Speaker

Topic: Best Practices in Email Invitations and Web Survey Design

Penn State e-Business Research Center

Academic Workshop: Customer Loyalty, Retention & Advocacy Conference

May 14-15, 2003, Philadelphia, PA

Presenter

Topic: Combining Perceptual and Behavioral Data for Reporting Overall Web Site Performance

The Institute for International Research
Conducting Online Research: Evolving with the Industry
March 27-28, 2003, Chicago, IL
March 31- April 1, 2003, New York, NY
Seminar Leader
2-Day Training Course: Conducting Complex Online Research

CMOR (Council on Marketing and Opinion Research)
Second Annual: Protecting Our Assets
February 3-4, 2003, Orlando, FL
Panelist/Presenter
Topic: Industry Trends: Respondent Satisfaction Modeling

American Marketing Association
Executive Insights
January 12-15, 2003, Scottsdale, AZ
Panelist
Topic: Privacy Concerns: The Impact on Marketing Research

The Institute for International Research
Innovation in Marketing Research
December 4-6, 2002, Coral Gables, FL
Co-Speaker, Workshop Leader
Workshop: New Tools and Techniques: Inventing Game-Like Research Environments

SMA (Society for Marketing Advances) Conference
Annual Conference
November 13-16, 2002 St Petersburg, FL
Speaker/Panelist
Topic: CMOR/IMRO Non-response Crisis

Marketing Research Association
Fall Technology and Education Conference
November 6-8, 2002, Scottsdale, AZ
Speaker
Topic: CMOR/IMRO Non-response Crisis

IMRO/IIR Conference
Web Based Surveys and Usability Testing
October 28-29, 2002, San Francisco, CA
Speaker, Panelist
Topic: Overview of New Online Techniques and Best Practices

IMRO Conference
Interactive Market Research Organization Forum
June 19-21, 2002, San Francisco, CA
Speaker, Workshop Leader
Workshop: New Online Techniques and Technologies

College of Business University of Notre Dame
American Marketing Association
The 22nd Annual 2002 AMA School of Marketing Research
June 12-24, 2002, University of Notre Dame, Notre Dame, IN
Faculty
Topic: The Internet as a Marketing Research Tool

Marketing Research Association

Annual Conference

June 5-7, 2002, Washington, DC

Presenter

Topic: Beyond Infancy: The State of Internet Methodology

Council for Marketing and Opinion Research (CMOR)

Respondent Cooperation Workshops

April 23-23, 2002, New York, NY, April 25-26, 2002, Chicago, IL

Speaker, Workshop Leader

Topic: The Research Industry's Waning Relationship with the Respondent

Advertising Research Foundation

Week of Workshops

October 30-November 2, 2001, Chicago, IL

Presenter

Topic: Emerging Techniques for Internet Research: Beyond the Online Survey

College of Business University of Notre Dame

American Marketing Association

The 21st Annual 2001 AMA School of Marketing Research

June 18-21, 2001, University of Notre Dame, Notre Dame, IN

Faculty

Topic: The Internet as a Marketing Research Tool

The Institute for International Research

International Market Research Forum

April 25-27, 2001, Coral Gables, FL

Speaker, Workshop Leader

Workshop: Global Internet Marketing Research: Localizing Online Techniques and Technologies

Penn State e-Business Research Center

Academic Workshop: Personalization Issues in e-Business

April 19-20, 2001, Arlington, VA

Presenter

Topic: Using Web Site Customization Technology for New Research Methods

Advertising Research Foundation

48th Annual Convention and Research Infoplex

April 8-10, 2001, New York, NY

Presenter

Topic: IMRO Code of Ethics and Ten Bad Online Techniques and Technologies

Pharmaceutical Marketing Research Group

Spring 2001 Meeting

E-Healthcare & Conducting Marketing Research Through the Internet

March 25-27, 2001, Charleston, SC

Speaker

Topic: IMRO Code of Ethics and Unethical Recruitment Techniques

The Institute for International Research

Web Site Usability Tools and Techniques

How to Optimize the User Experience

December 4-5, 2000, Atlanta, GA

Speaker

Topic: Differences in Attitudes Towards Usability: Comparing B2B and B2C Audiences

The Institute for International Research

Web-based Surveys & Online Research

November 9-10, 2000, Chicago, IL

Speaker

Topic: Introduction and Overview of Marketing Research via the Internet

2000 EXPLOR Forum

Continuing Progress in Online Research

November 16-17, 2000, Chicago IL

Speaker, Panelist, Judge

Tutorial: Best Practices in Online Research

Panel Discussion: Online Research: The Art, the Science, the Industry

Judging: 2000 EXPLOR Awards

The Institute for International Research

Mastering Web-based Surveys & Online Research Techniques

October 25-27, 2000, San Francisco, CA

Presenter, Panelist

Topics:

Extended Learning: Tutorial I: An Overview of Internet Marketing Research Techniques and Technologies

Using Configurator Analysis™ for Assessing Ideal Products

Interactive Panel of Perspectives: Where Online Research is Headed

IAA (International Advertising Association)

Industry Round-Table

October 25, 2000, San Francisco, CA

Panelist

Discussion: Key industry experts address issues and developments in the new global digital marketplace.

Public Relations World Congress 2000

Building Your Talent in a World of Tough Issues

October 22-24, 2000, Chicago, IL

Speaker

Topic: Using Web-based Research for Rapid Information Collection and Communication

The Institute for International Research

Innovations in Online Market Research

October 4-5, 2000, London, UK

Chair, Presenter

Topic: Sources of Online Sample: How to Evaluate Sources and How to Grow your Own

53rd ESOMAR Congress and Trade Exhibition

The Impact of Networking

Marketing Relationships in the New Economy

September 17-20, 2000, Vienna, Austria

Speaker

Topic: How the Technological Orientation of Commercial Research Organizations Relates to Measures of Business Success

American Marketing Association 21st Annual Marketing Research Conference

e-Revolution: Navigating for Success

September 10-13, 2000, Chicago, IL

Panelist

Topic: The State of Online Research Today

The Institute for International Research

Mastering Web-based Surveys & Online Research

July 20-21, 2000, New York City, NY

Speaker

Topic: Differences in Attitudes Towards Usability: Comparing B2B and B2C Audiences

College of Business University of Notre Dame

American Marketing Association

The 20th Annual 2000 AMA School of Marketing Research

June 18-23, 2000, University of Notre Dame, Notre Dame, IN

Faculty

Topic: The Internet as a Marketing Research Tool

The Institute for International Research

Mastering Web-based Surveys and Online Research Techniques

June 12-14, 2000, San Diego, CA

Presenter, Panelist

Topic: Sources of Online Sample: How to Evaluate Sources and How to Grow Your Own

Panel Discussion Topic: "Rapid Fire" Panel of Perspectives: Critical Topics in OLR

Frost & Sullivan

The Third Annual Advanced Marketing Research Conference and Exhibitions

June 6-7, 2000, Las Vegas, NV

Speaker

Panel Discussion Topic: Rules and the Cultural Etiquette of Internet Market Research

Digital Media in Business Program

Exclusive Training Program for Finnish Executives, USA Phase

May 14, 2000 – June 7, 2000, Golden Gate University, San Francisco, CA

Speaker

Topic: Marketing Research on the Web: What You Should Know

MRA—Marketing Research Association

April 9, 2000, Sonoma CA

Speaker

Topic: Sources of Online Sample: How to Evaluate Sources and How to Grow Your Own

The Institute for International Research

Web-based Surveys & Online Research

April 5-6, 2000, Chicago, IL

May 4-5, 2000, Boston, MA

Speaker

Topic: Introduction and Overview of Marketing Research via the Internet

International Quality & Productivity Center

E-Management Conference Series

December 14-15, 1999, New Orleans, LA

Speaker

Topic: Differences in Determining Online and Offline Customer Satisfaction

The Institute for International Research

Mastering Web-based Surveys & Online Research Techniques

November 8-10, 1999, San Francisco, CA

Speaker

Topic: Testing Online Customer Satisfaction

The Institute for International Research—Finland OY

November 2-3, 1999, Helsinki, Finland

Speaker

Topic: Market Research on the Internet: A How-to Guide

American Marketing Association, Honolulu Chapter

Internet - Where Are We Now

June 15, 1999, Honolulu, HI

Speaker

Topic: An Overview of Modern Online Research Tools

The Institute for International Research

Mastering Web-based Surveys & Online Research Techniques

June 9-11, 1999, San Francisco, CA

Speaker

Topic: New Product Testing on the Internet: Web-based Conjoint and Configurator Analysis™

The American Gas Association

Marketing & Communications Conference

Staying Connected – Promoting Value

May 1999, Washington, DC

Speaker

Topic: The Latest Development in Marketing Research Using the Internet

The Seventh Annual Sawtooth Software Conference

Acquisition and Analysis of Market Research Data

February 2-5, 1999, San Diego, CA

Speaker

Topic: Trends in DBM: Response Rates and Respondent Willingness

Golden Gate University

E-Commerce 98: Marketing for the Next Century

November 16, 1998, San Francisco, CA

Conference Chairperson, Speaker

Topic: Internet and Web-based Marketing Surveys

BMA Business Marketing Association, Northern California

Hopping on the Global Brandwagon

August 26, 1998, San Jose, CA

Speaker

Topic: The Current State Global Branding Practices within High-Technology

Golden Gate University

Marketing Research Tech 98

April 2-3, 1998, San Francisco, CA

Speaker

Topic: Designing Online Surveys: Practicum

The Institute for International Research

Strategic Interactive Marketing Research Forum

May 19-20, 1997, Chicago, IL

Speaker

Topic: E-commerce and Online Research: Talking the Same Language

Special Presentations/Lectures at Universities

- University of California at Berkeley, CA
- Golden Gate University, San Francisco, CA
- MIT, Cambridge, MA
- Pennsylvania State University, PA
- San Francisco State University, San Francisco, CA
- University of Notre Dame, Notre Dame, IN