

**Chapter 29 Conducting Marketing Research
Career Chatroom Career Profile**

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Q What do you do at work?

A I help my clients determine how satisfied their customers are, and what they could do to be more satisfied. To accomplish this I determine the best marketing research methodology (phone survey, online survey, in-person intercepts, focus group) to meet their needs. I write the survey and review it with my clients to make sure it meets their objectives. Throughout the life of the project, I am in frequent email and phone contact with my clients to provide them with status updates. Upon completion of the data collection, I collaborate with colleagues who analyze the data and write the first draft of the report. I finalize the report and present the findings to the client.

Q What was your first job in marketing?

A My first job in marketing research was a paid internship in the marketing research department at AT&T. I worked on a wide variety of marketing research projects exposing me to many different business units within the corporation.

Q What skills are most important to you?

A Math and verbal skills are important to analyze data and explain your findings to others; grasping statistics and being able to describe the findings is also very important. Questionnaire design is a skill and an art. It is important to learn to write questions in a way that will not bias responses. Lastly, a skill you can't learn in a classroom, is the ability to keep secrets.

Q What is your key to success?

A Be sure to get along with those around you, be an active listener, and don't be afraid to ask questions to determine what your client's problems/objectives are. Have a good work ethic. Work hard, arrive to meetings prepared and on time, and give credit to others where it is due. Set goals for your career and enjoy what you do—because then it doesn't feel like “work.”