



Neal Sandin

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SUMMARY

- An experienced moderator driven to find the key insights that help brands fulfill their promises and strengthen their positions within the marketplace.
- Moderated 200+ focus groups and in-depth interviews, as well as hybrids (gang surveys/focus groups), shop-alongs, and home visits.
- Expertise in all aspects of qualitative research, from screener/discussion guide design and recruitment to moderation and reporting/analysis.
- Experience interviewing C-level executives and opinion leaders on topics ranging from customer loyalty and client outreach to business development.
- Collaborates with clients to uncover the consumer drivers, fostering and strengthening consumer loyalty and brand advocacy.

RESEARCH EXPERIENCE

Automotive Research

- Exterior and interior design
- Feature evaluation

Brand Research

- Brand positioning and architecture
- Expert/Opinion Leaders
- Customer loyalty
- Concept/Ad testing

Consumer Goods

- Smart phones, tablet computers
- Laptop and desktop computers
- DSLR and video cameras
- Home theater, TV
- Men's grooming/shaving
- Feature and design testing

Durable Goods

- Home appliances
- Furniture
- Design and feature testing

Education/Non-profit

- Talent and student recruitment
- Brand positioning

Fashion

- Brand positioning
- In-store retail design
- Communications

Finance

- Brand positioning
- Client loyalty and satisfaction

Food and Beverage

- Taste tests
- Packaging and design evaluation
- Concept/Ad testing
- Brand positioning

Healthcare

- Hearing aids/loss
- Neurological disorders
- Hospital equipment
- Pharmaceutical positioning

IT

- Computers, monitors, laptops, printers
- Servers, networking
- Usability

Tourism and Travel

- Concept/Ad testing
- Brand positioning

PARTIAL CLIENT LIST

Audi, Bertolli, Campbell's, Dolce & Gabbana, Ekornes, Eularis, Goldwell, Gucci, HRCI (HR Certification Institute), Interleukin (Amway), Hyundai, King Oscar, Korean Tourism Organization, Lavazza, LG, Microsoft, Morgan Stanley, Naver, Nikkei Research, Nivea, Philips, Philips Norelco, PMI (Project Management Institute), Prudential, R.W. Baird, Ricoh, Ricola, Samsung, Shiseido, Sony, Tork, University of Nebraska, Vodafone, Volvo, Zegna



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PROFESSIONAL ACHIEVEMENTS

- Presented the report “Internet and Mobile Research in Developing Countries” at a [2010 AIMRI conference](#) at Hampton Court, UK, regarding the infrastructure realities of various socio-economic environments.
- Presented a case study to a [2009 AIMRI conference](#), detailing the issues arising of working with various socio-economic levels.
- Researched and spoke on the report, “Difficulties of Market Research in Africa,” to a [2008 AIMRI meeting](#) in Montreal, Canada, elaborating on the challenges of infrastructure, socio-economic issues and political instability, while also identifying opportunities for clients.

EDUCATION

M.A., International Affairs (GPA: 3.8/4.0) - The New School University, New York, NY

- Thesis, “U.S.-China Nuclear Trade and Its Effect on South Asia,” accepted to the [Western Social Science Association](#) (April 2005) and the [Middle East and Central Asia Conference](#) (September 2005).

B. A., International Studies /Religious Studies (GPA: 3.6/4.0 - Honors) - Guilford College, Greensboro, NC

- Japanese language and culture studies at Kansai-Gaidai University, Osaka, Japan (August 1997-May 1998).

INTERESTS

- Photography
- Hiking
- History and sociology