



Winning Market Research a Seat in the C-Suite

The Challenge

The head of Market Research for a large organization had been on the job for about 15 months when she realized that she was not getting a seat at the top levels – even though she believed her 100+ person group had top skills. Her goal was to make her group “invaluable”.

We . . .

1. Interviewed all top internal clients in-depth to understand their needs, views of Market Research and suggestions for improvement.
2. Created and delivered an interactive training session for about 100 staffers on how to give good customer service and act as consultants – one of clients' top needs.
3. When demand picked up and staff felt overworked, worked with them to recommend best ways to continue giving good research and service to clients while simplifying work processes.
4. Helped Market Research develop and implement new job descriptions – including clearer career paths, pay for performance system and structure.
5. Helped department use ROI analysis to prioritize projects and resources and trained staff to make their research more actionable.

Schmalensee Partners' Approach

- Head of Market Research became a leader in strategic planning
- Head of Market Research promoted to one of top four positions in the organization
- Market Research grew in influence while improving staff job satisfaction

Results