

Market Research

Custom • Business Intelligence • Advanced Analytics • Shopper

Winning in today's highly competitive ecosystem requires an integrated set of market research capabilities. The key for Market Researcher is to understand shopper/consumers' current behavior and performance while discerning the actionable insights needed predict future behavior and performance. For many successful companies, analytics is a critical tool that has left the backroom and is now a defining capability deployed to the point of decision.

Understanding your company, services, values and culture enables us to ascertain your talent needs and help you plan for leadership that fuels future growth. Stephen-Bradford's Market Research Practice delivers candidates who make an impact on your business. We identify, engage and place Market Research and Analytics professionals in a variety of industries including: consumer goods, pharmaceutical, financial services and technology, as well as at market research companies, consulting firms and advertising agencies.

We place senior candidates with strong foundations in: analytics, statistics, sales analysis, media modeling, marketing information, new business development, shopper and database marketing. We work globally - with offices in the United States and the United Kingdom. We work across geographies, identifying game changers and partnering with our clients, to help define and identify the solution – talent that builds their business, compliments their culture and drives their bottom-line.

Clients Include:

Sone
AMG
Carat NA
Cheetahmail
Clear Cell
Clorox
Experian – Hitwise
ImpactRx

Innerscope Research
InVivo BVA
IRI
MarketTools
MarketVision
MMA – Synovate
Nielsen Catalina Solutions
Opinionsite

PreTesting
Radius Global Market Research
R/GA
Symphony – EYC
TiVo
WebMD

Linda Schaler, President of Stephen-Bradford Search, brings many years of Executive Search, Advertising, Marketing and Market Research industry experience to her leadership role at Stephen-Bradford. Linda is responsible for providing the firm's clients with insights and direction on evolving their organizational structures and capabilities, developing senior management succession plans and defining profiles of key senior hires. Linda's executive search career was preceded by a successful 20 plus year career in the Advertising and Marketing industry, during which she worked at several global, New York based agencies. In this capacity, she partnered with major blue-chip clients such as Kraft, Revlon, P&G, Novartis and SmithKline Beecham. Linda finds her industry experience and continued deep involvement in the market research industry integral to conducting successful, senior level searches and building clients' businesses with stellar Market Research talent.