



Profile:

15 years experience in the design, execution, interpretation, and reporting of qualitative and quantitative consumer market research studies. Consistently use the Internet as a research tool.

Professional Career:

WMB & Associates
1992 - Present

Principal

Independent market analyst and statistician to national and international clients in the fields of business strategy, medical & pharmaceutical, community services/needs assessment, real estate/city planning, transportation, parks & recreational needs planning, travel and tourism, financial services, political polling and publications/readership. The firm provides value added adjunct services using qualitative and quantitative market research methodologies. The deliverables are relevant and actionable information for use in decision-making highlighting key findings.

Proficient using SPSS, Survey System, MS Word, Excel, and PowerPoint; XP Professional platform [All products are TM by their respective corporations]

Immediate past Corporate Position:

The American Automobile Association, National Headquarters
Heathrow, FL 1987 - 1992

Director, Market Analysis & Research

- Direct all activities associated with qualitative and quantitative market research, competitive monitoring, and economic and demographic analysis for the federation of clubs and Association policy committees.
- Manage nine professionals with an annual budget of \$700,000.
- Provide custom research services for business lines and clubs.
- Provide product development and media design support as required.

Education:

- Bachelors in Science in statistics, University of Alabama, Tuscaloosa, Alabama. Prior work in Chemical Engineering.
- Masters in Business, University of Alabama, with emphasis in economics, marketing, statistics, and finance.
- Ph.D. work completed in business and applied statistics, University of Alabama.

Published Works:

- "Quantitative Methods in Market Research"
- "A Corporate Information Architecture"
- "PERT/COST, A Management Tool"
- "The Integration of Planning & Decision Support Systems"
- "Non-Parametric Statistics in Quality Control"
- "The Concept of Robustness in Parametric Statistics"
- "[*Driven to Satisfy*](#)" Case Study, Quirk's Marketing Research Review, 1995
- "[*A Bit of Tomorrow Today*](#)" Case Study, Quirk's Marketing Research Review, 1996
- "[*Pricing the Space Program*](#)" Case Study for the Kennedy Space Center Visitor's Complex – Admissions Pricing Study, Quirk's Marketing Research Review, 2001
- "[*Nonparametric Tests: Sturdy Alternatives*](#)" A data use review of alternative statistical testing procedures, Quirk's Marketing Research Review, 2002
- "[*Using GAP Analysis in Brand Selection*](#)" GAP analysis is the "descriptive" for a methodology used to help understand the relationship between what is perceived to be "important" and the derived difference between performance and expectations. Quirk's Marketing Research Review, 2006