

SUSAN KIMMEL, Ph.D.

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SUMMARY OF QUALIFICATIONS

- Extensive experience designing and interpreting research that delivers actionable insights.
- Highly effective at coordinating and managing all aspects of the research process.
- Well developed relationship management abilities for internal/external clients and research suppliers.
- Strong business and academic training in market research and strategic marketing.
- Excellent writing and presentation skills.

PROFESSIONAL EXPERIENCE

in2ition, Partner and Co-Founder, St. Paul, MN, 2007 – present

- Provide market research services to medical device companies. Clients include venture funded companies and start-ups, mid-size firms and Fortune 500 medical device companies.
- Conduct Voice of Customer (VOC), concept testing and conjoint (or choice model) projects for new product development. Provided actionable insight into the types of features and capabilities that would be valued by key decision makers for multiple projects. Results were incorporated into product plans for implantable cardiac devices, ACT machines, arterial pumps, and other products.
- Manage and execute market research for product strategy and launch planning. One program of research informed the launch of multi-billion dollar implantable product platform and included positioning research, message testing, ad concept research and pricing research.
- Conducted quick turnaround surveys to inform a potential multi-million dollar acquisition.
- Support Advisory Boards for multiple clients by providing agenda and content development, moderation and reporting.
- Lecture on medical device market research at the University of Minnesota Carlson School of Management.

Boston Scientific (formerly Guidant), St. Paul, MN, 2001 – 2007

Market Research Group Lead, 2004 – 2007; Market Research Advisor, 2001 – 2004

- Provided market research consulting to marketing and other functions. Managed market research for key marketing strategy, product development and launch initiatives. Projects included “voice of the customer” research, concept testing, discrete choice, message testing, attitudes and usage and brand loyalty. Selected and managed research vendors. Analyzed research, developed recommendations and presented results to marketing and senior management.
- Managed market research staff. Developed market research function by creating market research plans, hiring staff, developing preferred supplier relationships and initiating new processes.

Burson-Marsteller, New York, NY, 1998 – 2001

Director, 2000 – 2001; Manager, 1998 – 2000

- Designed and managed proprietary research studies. Analyzed study data and developed strategic recommendations, wrote presentations and research summaries for public release, and developed project related content for company Web site. Topics explored included Internet influentials, corporate reputation, and intellectual capital.
- Advised clients and account teams on communications research needs. Coordinated both primary and secondary research projects for clients. Selected and managed research vendors. Analyzed research and provided recommendations for program development. Clients included Fortune 500 firms in the financial services, pharmaceutical, consumer package goods and professional services industries.

Research International, Associate Account Director, New York, NY, 1997 – 1998

KRC Research & Consulting, division of Bozell Sawyer Miller Group, New York, NY, 1995 – 1997

Director, 1997; Senior Associate, 1995 – 1997

EDUCATION

Ph.D. University of Michigan, Ann Arbor, MI. International Business (marketing emphasis)

B.S.B. University of Minnesota, Minneapolis, MN. Business (marketing emphasis)