

ROZ PIERSON, PH.D

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SEASONED EXECUTIVE WITH PROVEN SUCCESS IN RESEARCH MANAGEMENT, CONSULTING, & STRATEGY

Results-driven executive with expertise in domestic and global and domestic public affairs and consumer research. Experienced working with academic, non-profit, foundation, healthcare and management consulting organizations. Possess excellent leadership, problem-solving, strategy development, client relationship, and team building skills.

Areas of Expertise

- Strategy & Marketing
 - Contracts & Negotiation
 - Product Innovation & Launch
 - Profit & Loss Management
 - Research & Evaluation
 - Strategic Partnerships/Alliances
 - Written & Oral Communication
 - Mentoring & Staff Development
 - Proposal Development & Pricing
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PROFESSIONAL EXPERIENCE

LUMINAS, LLC – Washington DC
Founding Partner

2016 - Present

Established a global brand, social, and market research consultancy with a team of 16 FTEs focused on health, healthcare, and wellness and related issues. Lead or co-lead all aspects of the business with particular focus on strategy development (including digital), technology infrastructure, and partnership development. Manage research projects for global pharmaceutical companies, academic medical schools, foundations, and similar other organizations. Serve as an advisor on the Bill & Melinda Gates Foundation Equitable Futures Project. Primary consultant on research projects for content marketing, research for public release, health outcomes research, and studies that require rigor or advanced analytics.

- **Led the development of vision and strategic plan to drive business to \$4.5M in revenue.** Develop key client relationships, led programmatic and ad hoc research projects, approve staffing and vendor management, and oversee project timelines and deliverables.
- **Continue to drive the establishment of a digital media presence.** Refresh and Refine the company's digital business approach, including lead internal digital strategy team activities, website redevelopment, social media content creation, and placement.

THE NIELSEN COMPANY – New York, NY (acquired Harris Interactive in 2014)
Senior Vice President, Professional Services
Vice President, Health Policy Lead

2014 - 2016

Developed and drove strategy to identify/expand new or existing clients, manage team of 27 researchers and sales leads for the successful completion of domestic and international studies. Key responsibilities included P&L management, resource planning and staff mentoring, client management, research design and execution, thought-leadership and sector expertise.

- **Successfully led a healthcare practice with \$27M in revenues.** Provided leadership, mentoring, and coaching to ensure staff productivity and stability after post-acquisition.
- **Refined business unit accounting practices to ensure revenue accuracy.** Oversaw the review of all project budgets, resources, vendors, tools, and other overhead costs and adjusted budgets accordingly, as necessary to align with corporate expectations.

HARRIS INTERACTIVE – New York, NY
Senior Vice President, Health Policy Lead
Vice President, Public Affairs & Policy; Health Policy Lead
Sr. Consultant, Corporate Strategy Group

2009 – 2014

Develop and execute strategy to identify/expand new or existing clients; direct project teams for successful completion of domestic and international studies. Key responsibilities include P&L management, client management, research design and execution, staff hiring and mentoring, thought-leadership and sector expertise.

- **Doubled revenues to \$2.4+MM in less than 14 months.** Cultivated and expanded client relationships focused on domestic and international public affairs. Consistently meet/exceed annual revenue targets.
- **Directed the execution of 11 country, comparative health study;** interface with ministries of health, research institutes and foundations. Select and oversee vendors, manage budget, review and provide feedback on journal articles published in *Health Affairs*.
- **Served on OECD's international Health Care Quality Indicators – Patient Experience Expert Subgroup;** provided insight and feedback on patient experience to inform the creation of valid and reliable quantitative items for international comparative studies.

TNS-GLOBAL (a WPP/Kantar Company) – New York, NY
Vice President, Financial Services

2007 – 2009

Develop and execute strategy to maintain and grow client relationships; directed research teams to execute B-B, B-C and policy studies for domestic and international financial companies. Generated \$1.5MM in revenue, manage client engagements, developed and mentored staff, provide industry expertise.

- **Prevented key client attrition, saving the company \$750,000 project revenues.** Addressed client's most critical concerns, assembled and oversaw project team, which led on time data collection, and report delivery including client presentation.
- **Cultivated relationship with international asset management firm, generating \$500,000 in project revenue.** Conceived and managed nine-country global brand equity study. Initial study findings used to reposition company as key player in the global financial market.

THE CORPORATE EXECUTIVE BOARD – Washington, DC
Director, Product Innovation - Research

2005 – 2007

Directed innovation team on new financial services initiatives for best practices company. Managed all phases of product development, including competitive intelligence, market sizing, features development, branding, launch and delivery.

- **Led on-schedule, on-budget delivery of key product that generated \$2 million in annual revenues.** Product was sold to competitor with terms yielding a continuous revenue stream for the company.
- **Built innovation team from the ground up, including hiring and training.** Shortened learning curve and influenced team to meet goals in high-pressure situation by creating positive work atmosphere.

SMARTREVENUE.COM – Ridgefield, CT
Vice President of Research

2002 – 2005

Member of executive team focused on strategic planning, forecasting and development, mission building and branding for consumer insights firm. Provided thought leadership, team-building, client/vendor management, marketing, and problem-solving skills to drive business development efforts.

- **Designed new pricing model that produced \$250,000+ in additional revenues** in less than 12 months, with approach subsequently adopted by the company.
- **Developed effective marketing strategies across broad range of industries; clients included Pepsi ExxonMobil, American Express, Pfizer, Dole, Colgate, Foster Grant, 7-Eleven, and Dr. Pepper/7-Up.**

PIERSON FREELANCE RESEARCH CONSULTING – Washington, DC
President

2001 – 2005

Launched and directed all aspects of independent consulting firm, with emphasis on developing insights for marketing, communication and social issues. Pitched new business, managed projects and budgets, established and sustained client relationships, and drove revenues and profitability.

- **Built diverse base of clients that included Cadbury-Schweppes, ResearchWorks, and Porter Novelli,** as well as Doblin, Elias Arts, El Paso Energy, and The Moth Literary Society.
- **Grew revenues from zero to \$100,000+** and secured additional work with ~50% of existing clients.

RAZORFISH – Cambridge, MA
Client Partner

2001

Led client management and project delivery teams for web design consulting business; P&L responsibility for projects ranging from \$100,000 to \$1.5 million. Challenged to reverse trend of stagnation within company due to elimination of key functional areas.

- **Transformed disgruntled account into satisfied client, leading to launch of highly successful** ecommerce beauty web site Gloss.com. Worked with manager in creating improved project delivery strategy.
- **Introduced series of team building activities and re-focused** staff meetings to shift attention from individual performances to collective output, resulting in improved team productivity and camaraderie.
- **Encouraged company commitment to pro-bono projects** that focused on helping non-profits effectively use the Internet. Encouraged larger corporate commitment to the not-for-profit sector.

HANNAHODGE – Chicago, IL
Vice President, Research & Strategy

2000

Part of executive leadership team of web design consultancy. Created strategy, managed engagements, and ensured on-time, on-budget project completion. Managed staff and budget (\$500,000), presented strategic recommendations to C-level executives, hired and trained staff, and managed external vendors.

- **Contributed to generating \$1.8 million in revenues within 6 months through joint effort with** Business Development group, while research staff was trained to take on increased project responsibilities.
- **Collaborated on proposal to streamline budget/project plan.** Presented to senior management team and earned praise for proposal that allowed business to remain in operation for additional 8 months.

JELLYVISION – Chicago, IL
Director of Product Research

1998 – 2000

Served as research evangelist, and managed product development research for interactive media company that created award-winning You Don't Know Jack®. Trained and mentored staff on research design principles and brand strategy, developed and presented reports, and managed budgets, projects and vendor relationships.

- **Saved company over \$100,000 in vendor costs by sourcing work through single vendor company,** streamlining product development process and increasing productivity two-fold.
- **Achieved buy-in from creative and technical teams for importance of research** during product development – successfully embedded research within product and brand development lifecycles.

EDUCATION

MA and PHD, Communication Research STANFORD UNIVERSITY – Stanford, CA
BA, Journalism/Advertising – UNIVERSITY OF WISCONSIN – Madison, WI
Certificate in Digital Business, EMERITUS GLOBAL MANAGEMENT EDUCATION
[A combined program of MIT and Columbia University Schools of Business]

NON-PROFIT EXPERIENCE

Non-Profit Experience

1993 – 1998

Non-profit Consultant, The Ms. Foundation for Women, New York, NY

Developed and implemented strategic plan designed to enhance communication between the foundation and funding recipients.

Program Officer, The California Wellness Foundation, Woodland Hills, CA

Managed \$35M strategic initiative, including over 40 funded projects, aimed at creating sustained social change in disenfranchised communities.

Program Evaluator, Stanford Center for Research in Disease Prevention, Stanford, CA

Co-designed and implemented community-based program evaluation for statewide initiative aimed at reducing youth violence. Received 80% constituent approval for overall design framework.

Additional Experience – Graduate School

1989 – 1995

Researcher, Stanford University, Stanford CA

Projects: Department of Athletics (DOA); School of Law (SOL); Committee on Undergraduate Education (CUE); Women's Needs Assessment Study Group (WNA). Designed strategic research projects to address institutional issues. Efforts resulted in overhaul of Law School's recruitment materials, organizational restructuring of the CUE and DOA, and development of institutional policies addressing women's issues.

Consulting Partner, The Group!, Stanford, CA

Developed and executed research to create strategic communications program for non-profit organization. Advised senior executives on organizational development and communications management issues. Insights uncovered were used to completely overhaul the organization's communication strategy, goals and materials.

International Research Director, CGNET Services – Palo Alto, CA

Conceptualized and managed large-scale multi-country research project involving introduction of new media technologies within developing countries. Identified, selected, and managed external vendors, including foreign language translators, and wrote recommendations for marketing strategy and product launches.

Academic Experience

Adjunct Professor: Stanford University Mass Media Institute (1992); University of California - Santa Cruz, Department of Sociology (1996); DePaul University, Department of Communication (1999-2000).

Publications & Presentations

- Campbell EG, Vogeli C, Rao SR, Abraham M, Pierson R, Applebaum S. [Industry Relationships Among Academic Institutional Review Board Members: Changes From 2005 Through 2014](#). JAMA Internal Med. 2015; doi: 10.1001/jamainternmed.2015.3167
- Schoen, C., Osborn, R., Squires, D., Doty, M., and Pierson, R., and Applebaum, S. (2012). Survey of Primary Care Doctors in Ten Countries Shows Progress in Use of Health Information Technology, Less in Other Areas. Health Affairs, November 2012 10.1377/hlthaff.2012.0884.
- Schoen, C., Osborn, R., Squires, D., Doty, M., and Pierson, R., and Applebaum, S. (2011). New 2011 survey of patients with complex care needs in eleven countries finds care is often poorly coordinated. Health Affairs, 30:12, 2437-2248.
- Schoen, C., Osborn, R., Squires, D., Doty, M., and Pierson, R., and Applebaum, S. (2010). How health insurance design affects access to care and cost, by income, in eleven countries. Health Affairs, 12, p. 2323-2334.
- Presenter, STOP Obesity Alliance, Primary Care Briefing and Webcast – Presentation of findings (2010). Washington, DC.
- Expert Panelist: Technology Executive Roundtable: Evanston, IL incubator park (1999). Topic: Innovation in Technology Organizations.
- Pierson, R.M. (1996). The benefits of culturally embedded health messages: Targeting African-American women. Doctoral Dissertation, Stanford University.

- Moore, R.J., & Pierson, R.M. (1996). Mass media and culture: Why are colored girls gettin' so thin? Paper presented at the American Association of Anthropologist Conference, San Francisco, CA.
- Flora, J.A., Schooler, C., & Pierson, R.M. (1998). Effective health promotion among communities of color: The potential of social marketing. M.E. Goldberg, M. Fishbein, S. Middlestadt (Eds.), *Social marketing: Theoretical and practical perspectives*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Pierson, R.M., & Schooler, C. (1994). The effects of music in advertising on cognitive, affective, and behavioral responses. Paper presented at the International Communication Association Annual Conference, Sydney Australia.
- Cohen, J., Lombard, M., and Pierson, R.M. (1992). Developing a multicultural curriculum: Combating zero-sum perceptions with communication research and *Writing Across the Curriculum*. *Journalism Educator*, 47(2), p. 4-12.
- Engelberg, M., Pierson, R.M., and Kashio, H. (1992). Applying Conjoint Analysis to Social Advertisements", in *NA - Advances in Consumer Research Volume 19*, eds. John F. Sherry, Jr. and Brian Sternthal, Provo, UT: Association for Consumer Research, Pages: 696-705.
- Pierson, R., Flora, J.A., and Maibach, E. (1991). Ethnicity, self-efficacy and perceived risk as predictors of AIDS issue involvement. Paper presented at the International Communication Association Conference, Health Communication Division, Chicago, IL.

Awards

- \$50K National Institute of Health (NIH) Pre-doctoral Fellowship
- AEJMC -National Methodology Scholarship
- \$15K Stanford Medical School Dissertation Fellowship
- Undergraduate journalism and communication scholarships