

CANDIDATE FACT SHEET

2011-2012

SLATE OF OFFICERS

Intended Office: President-Elect

Name: Denise D'Andrea

Company Name: CfMC Research Software

Address: 28 Pinetree Lane

City/State/Zip: Levittown, NY 11756

Job Title Product Manager

Platform: It is a genuine honor to be chosen for the President-Elect Position of the MRA. As President-Elect, I look forward to continuing the traditions that many of my predecessors have worked so hard to instill. I hope to not only increase membership but to increase volunteer participation as well. Much of the Chapter's success can be attributed to our volunteers. I would like to continue to stimulate our members with exciting educational and networking events and introduce new ideas and growth to the Chapter.

MRA Elected Offices (Yrs.Served): NY Chapter Treasurer 2005-2008

MRA Committees (Yrs. Served): National Treasury Advisory Group Committee Chair (2010-Present)
Newsletter (2010-present)
Co-Chair NY/Philadelphia Joint Chapter Conference (2008)
Joint Chapter Registration Committee (2007)
Registration Committee (2006-2007)
Holiday Raffle Committee (2005-2006, 2006-2007)

MRA Awards Received (Yrs. Awarded): Chapter Service Award - 2007

Past Business Affiliations: AAPOR, AMA, MRA

Educational Background: Marist College, BA in Public Relations

Other Professional Honors:

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Intended Office: Treasurer

Name: Adam Schragger

Company Name: New York Consumer Center
a division of Consumer Centers of NY and NJ

Address: 28 West 44th St. Suite 500

City/State/Zip: New York, NY 10036

Job Title Principal

Platform: **In these economic times, it is more important than ever that current and potential members see real value in membership to the MRA and, specifically, NY Chapter membership. In this light, I believe the most important functions that our chapter can provide are to foster the continuing education of our members, enhance networking opportunities and increase our exposure to the larger marketing community. As the Treasurer, I would work diligently with chapter and national officers and to insure that these objectives are met in a cost efficient manner.**

I look forward to representing you as your Treasurer.

MRA Elected Offices (Yrs.Served): Director at Large (2009-2011)

MRA Committees (Yrs. Served): Programming (2 years), Scholarship (2 years)

MRA Awards Received (Yrs. Awarded): _____

Past Business Affiliations: CMOR, MRA, ASTC, UPA, AMA, GroupNet, AAPOR

Educational Background:

- BA in Economics from Colgate University
- Master Certificate in Project Management from George Washington University
- MBA in Marketing and Entrepreneurship from the NYU Stern School of Business
- Six Sigma Black Belt

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Intended Office: Director-At-Large

Name: Bj Kirschner

Company Name: Schlesinger Associates

Address: 500 5th Avenue, Suite 1030

City/State/Zip: New York, NY 10110

Job Title Vice President

Platform: In the many years I have been an MRA member, I have always valued the ability to reach out to other MRA members for advice or assistance, but usually because they are friends or long-time colleagues.

I would like to see the Chapter act as a pipeline for advice. Since the NYC Chapter is so large and represents all areas of marketing research, I would like to set up a formal network where people can ask others for advice or assistance. This would mean more cohesion and more interaction among the members. We all have so much knowledge to share and it would be wonderful to actually do so.

MRA Elected Offices (Yrs.Served): _____

MRA Committees (Yrs. Served): Membership Roster (2)

MRA Awards Received (Yrs. Awarded): _____

Past Business Affiliations: _____

Educational Background: Northwestern University (BA in English, BA in History)

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Intended Office: Director-At-Large

Name: Matt Gershner

Company Name: Research Now

Address: 58 West 40th Street, 16th Floor

City/State/Zip: New York, NY 10018

Job Title Director, Client Development

Platform: In my 8 years of active membership, I have noticed that the majority of the work is done by a minority of the membership.
I will work to engage more members to get involved, proving that the more you put in, the more you get out of the organization.
There are also significant volunteering activities that we can get involved with outside of the industry – bringing the collective force of our membership to do good in the communities that we live in.

MRA Elected Offices (Yrs.Served): _____

MRA Committees (Yrs. Served): Membership Chair (2004-2006)
Sponsorship Chair (2008), Site Selection (2007) Joint Chapter Conference
Communication Chair (2008)

MRA Awards Received (Yrs. Awarded): Chapter Service Award (2010)

Past Business Affiliations: PMRG, AMA

Educational Background: BS, Marketing – Miami University (OH)

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Intended Office: Director-At-Large

Name: Suzanne Klein

Company Name: Market Insight Services

Address: 123 Sunrise Drive

City/State/Zip: Gillette, NJ 07933

Job Title Owner/Consultant

Platform: I'm an independent researcher specializing in B2B (business-to-business) markets. I have over 20 years of marketing, consulting, and research experience, primarily in high tech. I also work in health care and other industries with complex products and services.

From my perspective, this industry (and the practice of marketing as a whole) is undergoing a huge transformation due to economic conditions, technology changes and globalization. As a board I would support programming that helps us understand how these trends are impacting our clients and what we can do to help.

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MRA Elected Offices (Yrs.Served): _____

MRA Committees (Yrs. Served): (None yet but I recruited a speaker for one of chapter meetings, Rhonda Drake of Drake Business Systems and hope to be involved in more programming activities)

MRA Awards Received (Yrs. Awarded): PRC, Expert in Qualitative Research

Past Business Affiliations: MRA (2 years); QRCA (current, 3 years); SCIP (Society of Competitive Intelligence Professionals – 3 years); DMA (Direct Marketing Association, 2 years); World Future Society (4 years); Rutgers University School of Business Visiting Lecturer in Marketing

Educational Background: BA & MBA, University of Chicago; LEA, University of Louvain, Belgium

Other Professional Honors: SAS Data Mining for Marketers (Certificate from NYU); Riva-trained Moderator

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SLATE OF OFFICERS

Intended Office: Director-At-Large

Name: Zach Vetter

Company Name: OnResearch, Inc.

Address: 9120 Leslie St, Suite 106

City/State/Zip: Richmond Hill, ON, L4B 3J9 Canada

Job Title Vice President, Research Operations

Platform: I would consider it a great honor to become more involved in the MRA and to serve as Director-At-Large. As someone who is passionate about market research, having worked in the field for the last 20 years, I welcome the opportunity to help contribute to the future direction of our industry.

Two of the areas I would like to particularly focus on are 1) encouraging members to share their thought leadership and expertise with other members and 2) further deepening our relationship with members located outside of the immediate NYC area (especially Buffalo, Rochester, etc. since I am located in Toronto and am, therefore, close neighbors to members in northern New York State).

I am very much looking forward to continuing to meet more of our members and further benefit from the exceptional relationships that are forged amongst Chapter members.

MRA Elected Offices (Yrs.Served): _____

MRA Committees (Yrs. Served): Newsletter Editor (<1)

MRA Awards Received (Yrs. Awarded): _____

Past Business Affiliations: _____

Educational Background: MBA (Northwestern University), Bachelor of
Commerce (Queen's University)

Other Professional Honors: _____
