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## Jessica Ferrari

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### Summary

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Market research consultant with 20+ years of experience across a broad range of product and service categories, both domestic and international. Able to quickly and expertly turn around both qualitative and quantitative projects. Deep skills in one-on-one interviewing, discussion guide/questionnaire development, field monitoring, data analysis and reporting, as well as overall project management.

### Professional Experience

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2000 - Present **Jessica Ferrari Market Research Consulting, San Francisco, CA**  
**Principal/Owner**

Advise and assist clients with their market research needs, from project inception to reporting and presentation of results. Projects are both qualitative (online focus group moderation, executive telephone interviews) and quantitative (online surveys, in-person surveys), ranging in size from as few as 20 phone interviews to multi-wave tracking studies involving thousands of respondents.

Regular clients include novaQuant, Landor Associates, Goodby, Silverstein and Partners and the Center for Culinary Development/Wharf Research,

1989 - 2000 **Landor Associates, San Francisco, CA**  
**Research Director**

Used strategic market research skills to successfully manage both domestic and international qualitative and quantitative projects for Fortune 500 companies including FedEx, ExxonMobil, Eli Lilly, Pfizer, Bank of America, IBM, Microsoft and Apple. Worked closely with internal team to develop branding, nomenclature and/or design implications based upon the results of this research.

1995 - 1997 **Intuit, Mountain View, CA**  
**Senior Customer Insight Manager**

Over the course of three product launches, collaborated with product managers to develop product feature sets, determine optimal advertising/direct mail/web site communications and define product positioning for the QuickBooks software product.

1982 - 1989 **Foote, Cone and Belding, San Francisco, CA**  
**Associate Research Director**

Responsible for providing the customer perspective and the advertising implications for clients including Levi Strauss, California Raisin Advisory Board, Clorox, Taco Bell and Supercuts. Gained particular expertise in the techniques used to uncover emotional, intangible benefits of a product or service.

### Education

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1982 **B.S. Journalism/Advertising**  
**University of Oregon, Eugene, OR**