



**M3 MAGNIFIED  
SERIES**

# MEET AMY SCARANO

AScarano@usa.m3.com | [www.linkedin.com/in/amy-scarano-aa85a738/](http://www.linkedin.com/in/amy-scarano-aa85a738/)



Amy Scarano began her career in the healthcare market research (MR) industry when she started at M3 Global Research in September 2016 as a phone recruiter, joining a small US-focused team of three. Like most, she did not plan to have a career in MR, however she quickly gained an affinity for it.

Always seeking growth, Amy noticed the project coordinator (PC) team needed help and began training with them during her downtime. She officially moved onto the PC team five months later.

In November 2017, Amy began supervising new members of the PC team, and she takes great pride in this type of role. Amy was officially promoted to the project management team in March of 2019. Her process-oriented nature has benefited M3 and its clients. She has a talent for developing and promoting processes, ensuring they are followed, as well as analyzing current processes ensuring they are efficient. Amy is a big advocate for training, and supports processes in this area, as well.

Prior to joining M3, Amy was a youth services director at a YMCA in North Carolina, not far

from where she studied health communications with a minor in public health at the University of North Carolina – Charlotte. She credits her project management and supervisory skills to the nearly ten years of experience she gained during her time at the YMCA, managing seven children’s programs.

After spending nearly a decade in North Carolina, Amy decided to move back to her home state of New Jersey. During her job search, she was lucky enough to find out about M3 Global Research from a friend and ended up starting one day after arriving home. While her family is thrilled to have Amy closer to home, the extent of their understanding about her job is that she sits at a computer all day. Nevertheless, they support Amy’s work always pushing her to the next step in her career.

The way Amy explains her job to someone who doesn’t know what MR is would be to ask them to recall commercials they had seen about blind soda taste tests or when nine out of ten dentists recommend a specific brand of toothpaste. She especially likes that example, since it relates to healthcare MR specifically.



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Amy led M3's "Take Your Child to Work" programs in 2017 and 2018, where she helped participants conduct their own market research. This involved having the children survey employees on their favorite colors, characters, or candy and tallying the results. The children enjoyed the gamification, and it provided a relatable understanding of the important work their parents are a part of.

If Amy was able to switch jobs within M3, she would love the opportunity to learn more about Beth Reilly's role, who is M3's senior director of US operations. She admires the growth of Beth's career at M3, starting specifically in quantitative research, to helping globally, evolving into everyone's go-to person. Beth's effectiveness as a supervisor seems to come naturally and lends well to working with various members across the organization.

However, it is M3's Director of Qualitative Research Brooke Allen-Watson who has had the biggest impact on Amy's career. Brooke was the most welcoming when Amy started on the PC team, leaving a simple, yet memorable, note for Amy on her first day, "So happy to have you. Welcome to your first day as a PC." The two also bonded over their native New Jersey roots and Brooke was a

sounding board while Amy was working toward her graduate degree.

The best advice Amy could give to someone interested in a market research career would be to learn everything you can. There are so many moving parts in her role, and it is mission critical to do them all well, also noting that timing is essential.

Amy recently completed an 18-month program for a graduate degree in Masters of Science in organizational and strategic leadership from Neumann University. The capstone project was required to tie into something the student was involved in, had to help people, and could be put into action. With her passion for training and process, naturally it was an opportunity to create a development program for the PC team.

Since completing her degree, Amy has presented her project to the qualitative leadership and human resources teams. She looks forward to sharing it with others and hopefully seeing it come to fruition. Similar to this program, she'd like to see a training system developed to help improve the MR industry and while she would start with the PC team she would love to see it developed for every role.



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Because it's the area where she's focused, Amy prefers qualitative research, but would be interested in learning more about the quantitative side.

She prefers working on studies with healthcare professionals (HCP) over patients, which she relates to her interest in healthcare overall. She enjoys her interactions with doctors who are so knowledgeable and are sometimes willing to share their expertise during their interactions.

If Amy was not working in MR, she would go back to youth services because it was such fulfilling work, or she would seek a role dedicated to learning and development.

Outside of work, Amy likes to bike, play tennis, and volunteer at her church. As a Jersey girl, Ocean City is her preferred beach destination. She has a twin brother; they were born five minutes apart and he works as a police officer. Amy and her brother are innate rule-followers. At a young age, Amy's brother convinced her that if you are pulled over by an officer, everyone in the car must sing and sign the alphabet backwards so Amy learned how to do it, and it is still a skill she has today.

