



**M3 MAGNIFIED  
SERIES**

# MEET BROOKE ALLEN-WATSON

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Brooke Allen-Watson is one of the fortunate people who discovered her career path without doubt during high school and has been in the market research industry ever since. She got her start at Plaza Research, a local company in Marlton, NJ in 2002. She worked part time as an evening phone recruiter and studio hostess on consumer-related studies. She was so fascinated with the work and market research (MR), she knew it would be her career. Brooke went on to study at Penn State University, working at Plaza during school breaks, eventually with an internship as a Market Research Assistant.

Following college, Brooke worked at a small MR company, Connecticut Connection-Hartford Research, where she learned a great deal by managing all the aspects of a study from bidding, fielding, and studio management. The next role she took was at Focus Forward, where she was introduced to healthcare market research, and previous manager at M3 Global Research, Beth Reilly. In 2011, Brooke started at Focus Point Global, a company that focuses on consumer & healthcare MR in their nationwide studio locations, but it was

when she joined M3 Global Research in 2013 that her steadfast focus on healthcare was solidified.

When conflict of interest isn't a factor, several of Brooke's family members have participated in market research over the years and understand what it is and how it impacts business decisions; however, they don't fully understand what she does day-to-day or the fast-paced environment of the industry.

Brooke has had the opportunity to work with many talented people over the years, always learning something from everyone—from the CEO to the janitor, and she believes she gains knowledge from each of them. She remains in touch with her first mentors from high school who helped guide her toward her career in MR, and former bosses who are still in the industry. During her time at M3, Beth Reilly has had the biggest impact over the years, along with current boss, Alex Boethius and of course Jessica McCann who hired her.

Brooke's proudest accomplishment so far in her time at M3 Global Research is building and leading the qualitative department through its exponential

growth, designing a proprietary recruitment tool, and creating new positions and team structure over the years. She attributes this success to all the people who have worked on the team with her over the past six years.

Brooke is a proud, 100 percent, self-proclaimed “Qual Girl.” While she understands quantitative research and its value, her brain is wired to constantly ask “why?”.

Brooke presently focuses her efforts on ensuring the importance of the work done in the patient space is at the forefront. She believes that the patient voice is changing the dynamic in healthcare; patients need to be listened to, they need to feel trust in their doctors, and that they are being empowered by understanding all of their treatment options. In addition, in her new role, she will focus on market research solutions to support M3 Global Research.

Most market researchers can account for numerous unique experiences throughout their careers, and Brooke hopes to write a book someday to share the interesting stories from the people she interacted with. She truly enjoys the wide variety of personalities, jobs, and stories from around the world that this profession enables her to encounter.

Brooke encourages anyone interested in a career in market research to take a part time job or internship to learn the different aspects, since there are so many, and discover which areas they may excel in. She started the internship program at M3, and recommends networking in industry groups like the Insights Association and local Qualitative Research Consultants Association (QRCA) chapters to find mentors and ask questions, attend webinars, and in-person events. For those already in the industry, Brooke stresses the importance of finding a passion outside of work to help create balance from the fast-paced environment.

Brooke’s professional interests and talents aren’t only in MR; she also owns and operates a floral business on the side. If she were not working in MR full-time, she would grow more flowers and own a floral shop. Floral design gives her a creative and relaxing outlet that provides the ultimate balance from the MR world. She also enjoys biking around her town with her husband of ten years, boating, cheering on her favorite football teams—the Philadelphia Eagles and PSU Nittany Lions, decorating for the holidays, and traveling to see family and friends. Brooke is also a self-proclaimed cat lady; she loves to keep her two Bengal cats entertained.