



**M3 MAGNIFIED  
SERIES**

# MEET GLORIA SCARLATO

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A 15-year veteran of the market research industry, Gloria will celebrate her three-year anniversary as an executive recruiter at the M3 Global Research Philadelphia Studio in August.

Like most in this industry, Gloria didn't plan on a career in market research. Her foray into the industry came when she was seeking part-time work when her daughter entered school. She started in phone recruiting, then moved through various positions, ending up focused on site visits. She came to M3 Global Research by following another employee who she worked with at her prior company.

M3 colleagues, many whom have worked with Gloria at two previous companies, share that Gloria is a research icon. While her main role is that of an executive recruiter, she is well known and loved by many clients. Gloria is known to spend time in the studio meeting her clients and assisting with their on-site needs. Many a client makes it his/her first task to find Gloria and collect their warm smile and tight hug when they arrive for their research.

Her friends and family have a good, basic understanding of what she does, that M3 holds focus groups and tests products. The only thing they don't always understand is the client structure with agencies and pharmaceutical companies. For those she meets who don't know what Gloria does, she explains that she does medical recruiting to see if doctors and patients are qualified to come to the studio to join a focus group. She also explains that an important component of her work is to network with the doctors on the M3 panel to get referrals, because it has historically been one of the best ways for Gloria to find the right people to join a study.

While she's doing her recruiting work, Gloria is always striving to do more than simply getting a doctor to fill the space. She takes time to digest the study and the client's goals so that she'll know with certainty if a doctor will truly contribute to the success of a study. Gloria takes pride in providing the best quality service to her clients and is invested in ensuring that every study is successful.

Working in the M3 Philadelphia Studio, Gloria

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encounters various types of respondents. She enjoys working with everyone, but she finds it a bit easier to speak with practitioners than with patients and she enjoys learning about various therapeutic areas.

Over her years as a market research professional, Gloria has built up a whole repertoire of interesting and amusing stories. Many of her favourite stories lie in the fact that no matter how carefully a screener is written or how much care a recruiter takes in the screening process, some items can be missed. As the expression goes, expect the unexpected! Gloria chuckles with memories of respondents who have come for research with service animals of various types, undercover detectives who have concealed weapons... which were not so concealed and led to panic... let's just say there are enough stories to write a book or script a television sitcom!

The thing Gloria most wishes she could do to improve the market research industry is to ensure research is used for research. While it is rare to have a client use research to sell to respondents, it is more common than not to have people use research to prove a point that they have already

decided rather than use the research to arrive at their decision.

Without a doubt, the person Gloria credits for making the biggest impact on her professionally is M3 Global Research Vice President Lindita Mezani. Lindita gives Gloria a lot of confidence and always reminds her that she "can do it!" Gloria respects and admires Lindita because she has deep industry knowledge and is able to skillfully navigate the many nuances with grace. Gloria attributes the success of the M3 Philadelphia Studios to Lindita's knowledge and commitment to her clients and her staff.

If Gloria were to give advice to someone considering a career in market research, she would tell him/her to go for it because it's a great industry. But, she would advise him/her to learn about all aspects of the industry. Gloria believes that a moderator needs to understand what a hostess does and vice versa. It's important to understand because if the people in all the different positions have a good grasp of what the other roles are doing, then everyone will understand the whole business and how their role supports and impacts the service provided by M3 overall.



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Even if given the opportunity, Gloria would never want to switch roles with anyone else in the company. She truly loves her job and is comfortable in it and wouldn't want anyone else's. And, even if she could switch careers to any other career, at this point in her life, she wouldn't. Gloria is perfectly satisfied where she is and the only other thing she'd ever want to do with her days is babysit her granddaughter.

Something that people find surprising about Gloria is that she doesn't like going on vacation. If she could visit anywhere and be airlifted back to her house to go to bed at night, she'd do it. But, she hates sleeping away from home. The only time you might find Gloria on vacation is if she is invited to go to the beach with her daughter and son-in-law, which she can't pass up. That's because the number one thing she can be found doing when not at work is spending time with her family.