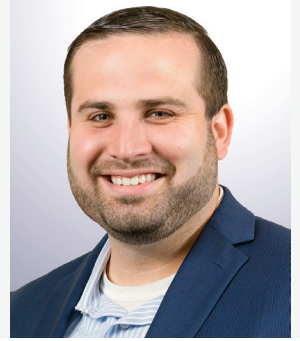




M3 MAGNIFIED
SERIES

MEET GREG BORDEN

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Greg Borden, an account manager at M3 Global Research, joined the company straight from college in August 2012. Reporting to a VP of sales, while also working on some of his own business development projects, Greg is a Penn State University Business Economics graduate.

While he did not plan a career in market research, Greg's foray into the industry was an internship at The Research Partnership during his senior year. After school, he found it hard to find entry-level positions that matched his business economics education, so he looked for careers where his skills would be transferable. This led him to M3 Global Research where he started in project management and recently moved into account management.

If he were ever to try his hand at another role at M3, he thinks programming might be fun as it's the only area of the company where he hasn't had as much exposure. He took several computer programming classes in college and would be interested in learning how to program at M3 (but, only for a day or two)!

Greg has found his career at M3 Global Research to be rewarding due to the opportunities he's had to work his way up through the company. While not

originally planning on a career in the industry, he has evolved into a huge advocate and would highly recommend a career in market research. "While it may not have been my field of study or my dream career," says Borden, "I love what I do and am passionate about this research."

If he wasn't working in market research, Greg would seek a career in an economics-based field.

However, the "dream" career Greg would have is that of a professional baseball player. He played baseball growing up and played on his college team. When starting his college career, he quickly realised baseball and studying were equally demanding time commitments. Although he was a good baseball player, he was unlikely to make it into the major leagues and made the tough decision to focus on his schooling instead. He still enjoys playing as part of a softball league in the summer, albeit a more social experience than the competitiveness of college baseball.

Borden credits M3 Senior Vice President of Global Operations Jessica McCann as his biggest inspiration. When he started, M3 had only five project managers in the US, and Jessica (then the director of operations) hired, managed, and taught Greg everything he



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knows about market research. He now considers her to be a friend and an excellent mentor who has been a huge support to him—especially at the time he needed it most, the beginning of his career.

Now that he's part of the sales team he works across both qualitative and quantitative projects, but, given his project management experience working predominantly with quantitative research he still has some preference for quantitative methodologies.

Greg is passionate about innovation in market research and especially enjoyed his experience on a project utilising conference-based mobile research in 2017. He pre-qualified respondents attending specific speaker sessions at a conference and immediately after the session, the M3 Global Research conference-specific app sent them a push notification indicating that the survey was ready. Greg appreciated that everyone involved was blown away by the responses they received, and it highlighted how much better the insight was when requested immediately rather than several days after the event.

Greg does find it challenging to explain his job to his family and friends and thinks that most of them assume he organises focus groups to support FDA approval processes. He usually describes what he does in the simplest terms: "We help advance the healthcare space to make people's lives better, help

make patients' lives easier, and make treatments more cost-effective where possible."