

MEET JACKIE PRINDER

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Introducing Jacquelyn (Jackie) Prinder, an Associate Vice President of Sales who has been with M3 Global Research since 2014.

As is the case for most, Jackie stumbled into the market research industry. Upon moving to the Philadelphia area from Chicagoland in 2007 Jackie took a position as a receptionist in the recruiting department of a data collection agency. Noticing her numerous skills, her company quickly promoted Jackie to a database coordinator position and then to a project manager for qualitative projects. Honing her skills, learning about the industry, and learning global field operations, Jackie was motivated to take on a more forward-facing role in market research and transitioned into an account manager position supporting sales. It was in this role that Jackie found a good niche for her natural ability to care, nurture, and educate clients and help design projects for success.

Having spent the first few years of her market research career working for a focus group facility, her family has a good understanding about focus groups and what purpose they serve. While not positive what Jackie's exact role is now, her eleven-year old daughter is positive it takes up a lot of her time. However, she

also appreciates that Jackie's continued success and time spent at work allow her to continue with her extracurricular activities, so she permits it.

Jackie recalls the most memorable project of her career with a deep breath, a thoughtful look upwards, and a smile that cannot hide the clear sense of accomplishment. "It humbled me," she says of this global project which focused on transplant patients. The project was a mix of tele-depth interviews, central location interviews, and ethnographic research and it was conducted with patients, transplant coordinators, physicians, and caregivers. The project highlighted what the true impact can be of what we do in healthcare market research. But beyond the emotional connection to the importance of the actual project, it also made it clear to Jackie that supportive partners and a strong plan and competent team can make nearly anything possible. This lesson she carried over into her highly consultative sales approach.

Given the ability for Jackie to nurture relationships with her clients, it shouldn't come as a surprise that if not market research, Jackie would like to have considered a career as a social worker. A deeply caring and passionate person, Jackie finds fulfillment assisting

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people and would love to make a difference in the lives of families and children who are struggling.

Although Jackie truly enjoys her role working with clients, she does peek over the wall into other M3 departments with interest. If she could trade jobs for a day, Jackie would love to do work with the M3 panel department. She loves the creative aspect of the group and the ability for the team to work in multiple channels and utilize new methods to recruit and engage physicians and patients to be part of our panels.

True to her style, if able to make a change to improve our industry, Jackie would seek to create an industry campaign and task force to address expectations from respondents. While recognizing the reason for the demands, Jackie acutely understands the long-term impact of the wear and tear on physicians, and all respondents stating: "No one company can fix this, we need to work together to improve things for everyone."

Offering advice to those who are seeking a market research career, Jackie feels firmly that it is important to test the waters and shadow people to see the area that best suits one's personality. In the case of those looking for a sales career, she highly recommends establishing a strong foundation in operations and allowing for a truly immersive experience to understand the how behind the what. Through deep knowledge she feels a sales person can provide true insight and be truly

collaborative at a vital point in the project process.

While Jackie has been influenced by many people, she indicates the person who has been most impactful on her market research career is M3's Chief Strategy Officer Amber Leila Esco. The hands-on teaching approach she received from Amber over the years resonated specifically with her learning style and aided in building her confidence. She considers Amber's show-me-how approach a vital one and believes it is indicative of leadership. In recalling their relationship across three different companies, Jackie recognizes a turning point in her career path was when she realized she wanted to be able to have conversations that impacted projects and how they were developed. She respected and sought the opportunity to consult with her clients rather than just execute the orders of her clients. She appreciates Amber's knowledge, self-confidence, and ability to have created an ability to be a respected thinker within our space and provide critical insights. She also values the way Amber helps others find that voice within themselves, as well as the confidence to speak with that voice.

In 2009, the film *The Mighty Macs* was released, thankfully for her market research career, the chances are good you did not see it. Why do you ask? Well, had a movie about a small, all-girls catholic college and their basketball coach been more of a hit on the



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big screen, Jackie could have well been discovered and living in Hollywood now! While the well-directed movie itself is a great story of a woman ahead of her time, had it garnered more attention, Jackie may well have been discovered in her role as an extra. If you look on IMDB, you can find a picture from the film with Jackie portrayed as a fan in the stands. She also had a role in church congregation scene. Jackie recalls her movie time fondly as she was new to the Philadelphia area when it was filmed and it allowed her to meet some new friends and have a unique experience. She muses how funny it was to see the nuns (characters in a movie) smoking off set.

There are few true coincidences in life, but in an unplanned turn of events, we have perfectly timed things to magnify Jackie on the ten-year anniversary of her career in market research. Specifically, she started on St. Patrick's Day. In marriage, ten years is recognized with tin and aluminum as these are symbols which represent durability and pliability... the ability to bend, but not to break. These qualities are innate within Jackie and her strength and flexibility are apparent in her approach to her work, as well as her interpersonal relationships. M3 is honored to have her on our team and representing so many valuable clients.