

Eric Small, MS (Marketing, Economics), Research Director

Eric has more than 30 years of experience in customer engagement, leading research and testing to discover the drivers of customer delight and building strategies to maximize it. He combines market research with loyalty surveys, behavioral analytics and the voice of the customer to generate actionable insights that can be used to drive business strategy. Eric has worked with clients including Procter and Gamble, McKinsey & Company, and Ericsson doing both customer research and concept testing. Eric also has many years of experience doing importance-performance analysis that has been instrumental in successfully developing and launching new concepts at various organizations.

Eric's diverse experiences span across management consulting firms, market research suppliers, advertising agencies, associations, telecom manufacturers, defense contractors, state governments, and insurance companies. Eric holds an MS in Management from MIT (Sloan School), an MA in Economics from the University of Michigan, and a BS in Economics from MIT.