



Mona Foss

Research Scientist

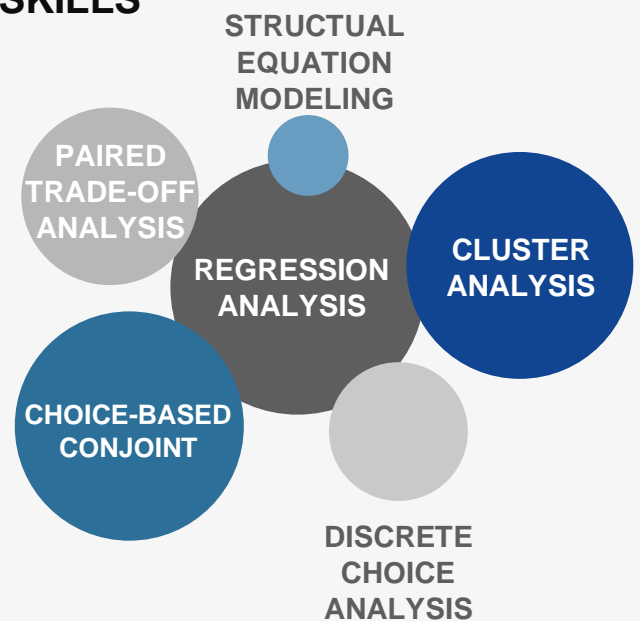
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ABOUT ME: My background is in conducting highly specialized advanced analyses. During the 5 years I spent in the Marketing Sciences group of Ipsos-Reid, I provided advanced analytical services to project managers in multiple business sectors. I am also unique in that I worked as a project manager for Ipsos-Reid's Health Care division prior to joining the Marketing Sciences group. I currently work with the team in designing and running all advanced data analyses for the proprietary segmentation study algorithm as well as any other advanced analytical needs.

EXPERIENCE & EDUCATION

<ul style="list-style-type: none"> 2014 - Present 2005 - 2014 2001 - 2005 1996 - 2001 1996 1990 	<p>People Principles Consultant</p> <p>Axiom Consumer Research Consultant</p> <p>Ipsos-Reid</p> <p>Angus-Reid</p> <p>Master of Public Admin, Carleton University, Canada</p> <p>Honours Bachelor of Arts Carleton University, Canada</p>
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PROFESSIONAL SKILLS



TYPES OF STUDIES

Concept Testing	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>
Customer Satisfaction	<div style="width: 80%; height: 10px; background-color: #ccc;"></div>
Loyalty	<div style="width: 70%; height: 10px; background-color: #ccc;"></div>
Market Dynamics	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>
Pricing	<div style="width: 60%; height: 10px; background-color: #ccc;"></div>
Product / Service Optimization	<div style="width: 90%; height: 10px; background-color: #ccc;"></div>

SECTOR EXPERIENCE

- Agrifood
- Lottery & Gaming
- Energy
- Public Affairs
- Financial Services & Insurance
- Telecommunications
- Health Care
- Travel & Tourism

AS OF 2024...

28 years of experience in the Marketing Research industry.