

Jim Young, BrandSolutions Research Director and Brand Strategist

Experience

- Over 20 years experience in marketing research, and marketing & brand consulting.
- With BrandSolutions since 1997.
- Experience with a wide variety of client types. Partial client list:
 - Microsoft
 - Nokia
 - Simon Property Group
 - JELD-WEN (largest window and door manufacturer in U.S.)
 - Hewlett-Packard
 - Quantum
 - Apple Computer
 - Verathon (medical devices)
 - Sun Microsystems
 - Bayer CropScience
 - Nortel Networks
 - HaloSource (health science technologies)
 - Washington State Credit Unions
 - Numerous non-profits
 - Numerous government agencies

Areas of Specific Expertise

- Research design – sample design, methodology configuration, questionnaire design, online survey programming, focus group discussion guide design.
- Research project management – online surveys, telephone surveys, focus groups, executive interview, field interviews, international research.
- Executive-level interviewing.
- Research data analysis and reporting.
- Statistical interpretation.
- Marketing and brand strategy recommendations.

Work Experience, Prior to BrandSolutions

- Research Manager for Pacific Rim Resources, a prominent Northwest communications & PR consulting firm.
- President/Owner, James Young & Company.
- Account Executive at Market Trends Research, a national marketing research firm based in Seattle.

Education

- MBA, Marketing concentration, Seattle University
- BA Psychology, University of Washington
- BA Political Science, University of Washington