

Virtual Micro Conference & Info Session Agenda

| January 15th, 2021 | 1 PM – 2 PM |

Marketing Research Career Path

Presenters: Anita Watkins Jacci Weber
Global Head of Customer Insights &
Qualitative | Kantar Brand Licensing | Wendy's

MSU MSMR Alumni Panel

Moderator: Merrill Dubrow
CEO | M/A/R/C Research
Board Chairperson | MSU MSMR

Alumni Panel: Emily Allen
Market Research Manager | Google

Katie Caldwell
Research Analyst | Quicken Loans

Arturo Fausto
Global Brand Research Lead | Cadillac

Maryann Stockard
Customer Insights Manager | Zillow

MICHIGAN STATE
UNIVERSITY

Master of Science
in Marketing Research
Broad College of Business