

Jack E Clark PhD

QUALIFICATIONS

- Survey Research
- Questionnaire development
- Project conceptualization and management
- Data analysis
- Analytical
- Presenting research results in a concise and understandable manner
- Group facilitation and moderation
- Background in human behavior and attitudes

PROFESSIONAL EXPERIENCE

2014 - Present Clark Research Associates Inc. Consultant

- Research consultation and project management
- Survey Research, focus groups, 1-on-1 interviews
- Recent clients include Burns-Fazzi, Brock (BFB), National Association of Federal Credit Unions, Lowe's Home Improvement Inc.

2006 - 2014 Clark & Chase Research, Inc. President

- Full-service market research firm helping clients understand their customers
- Quantitative and qualitative research for government, non-profits, retail, public education, and health care industry.
- Assist clients in understanding their customers – expectations, preferences, what drives decisions and satisfaction.
- Projects conducted for Center for Community Capital at UNC Chapel Hill, Luquire George Andrew Advertising (LGA), Charlotte-Mecklenburg Solid Waste Services, Parsons Brinckerhoff, Carolinas Healthcare System, Charlotte-Mecklenburg Schools

Knight-Ridder Inc. / Charlotte Observer

2002 - 2006 KPC Research Research Director

1990 - 1999 KPC Research Research Support Manager

- Managed KPC Research, a full-service research firm owned by parent company. Provided quantitative and qualitative research for commercial clients – government, non-profits, retail, and education.

- As Director and Manager, was responsible for the research needs of parent company. Editorial - Public opinion polls, reader and content surveys. Advertising - Advertiser satisfaction, home buying, grocery shopping surveys.

1999 - 2002 Advertising Division**Advertising Marketing Manager**

- Support function for large advertising sales staff - created marketing materials & presentations to advertisers about media and the Charlotte market.
- Managed marketing associates and an IT staff member who providing laptop support and software training to a large advertising sales staff.

1985 - 1990 Human Resources**Employee Relations/Research Manager**

- Worked with management and employees from all divisions to identify morale management issues; consultation on employee performance issues; conflict resolution.
- A newly created position, implemented Employee Opinion Survey and Exit Interview feedback programs.

EDUCATION

University of Florida

College of Education

PhD, EdS, MEd Degrees

College of Arts & Sciences

BA Degree

SELECT LIST OF PAST RESEARCH TOPICS

- Consumer Research
- Employee Research
- Executive Compensation and Benefits
- Public Opinion & Attitudes
- Image and Awareness
- Customer Satisfaction
- Physician & Patient Satisfaction
- Sports Fan Experience
- Naming & Branding
- Product / Program Development
- Shopping Behavior

Member of American Association of Public Opinion Research (AAPOR)