



Research Explorers

Research and Consultancy Services

CONTACT INFORMATION

LISA GAINES McDONALD

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Relevant Skills

- Moderation of individuals and groups in traditional, community and online settings
- Observational (modified ethnographies) researcher
- Research project design and planning
- Health care planning and marketing
- Research analyst
- Creative problem solving
- Meeting and conference facilitation
- Community engagement

Qualifications

Lisa Gaines McDonald has conducted qualitative research since 1994 through her company Research Explorers, Inc. Her specialty has been in the areas of communications and messaging testing, consumer package goods, social marketing, healthcare, arts, and new products and services. Over her career, she has worked with a broad range of respondents including African Americans, women, the elderly, public officials, tweens, teens, medical professionals and business owners. Prior to moderating Lisa McDonald worked fifteen years in both consumer and health care marketing for such notable companies as General Mills, Inc., The University of Minnesota Hospital and Clinic, Avery Label, Eli Lilly and Company, and TomTec Medical Imaging Systems, Inc.

Certifications and Awards

Advertising Research Federation – Silver Winner – “If Looks Could Kill” Toyota Motor Sales - - 2009 – Research Explorers, Inc. - Utilized Qualitative Story telling techniques to get at the wants, desires and aspirations of participants.

Education

- BA, International Studies
University of North Carolina, Chapel Hill
- MBA, Sales/Marketing
University of North Carolina, Kenan-Flagler School of Business, Chapel Hill

SOME OF OUR EXPERIENCE ...

<p><u>Consumer/Packaged Goods</u> General Mills (<i>Bisquick, Wheaties, Fruit Roll-Ups, Yoplait</i>) Procter and Gamble (Tide) Tyson Luster Products (Hair care) L’Oreal Dark Skin Preference Study Playtex Tanita</p>	<p><u>Healthcare</u> Abbott Laboratories Advocate Health Care Prescription Assistance Program Pfizer Johns Hopkins Medical Center American Heart Association University HealthSystem Consortium United Health Group Cardinal Health Care</p>
<p><u>Advertising</u> Burrell Communications Campbell –Ewald Advertising E. Morris Communications Ogilvy & Mather</p>	<p><u>Automotive</u> Volkswagen Toyota GMC General Motors Ford</p>
<p><u>Social Policy/Issues/Education</u> No Child Left Behind National Black Child Development. Institute City Colleges of Chicago Columbia College Chicago Kohl/ McCormick Award University of Chicago – Center for Race and Policy/Political Science Westat – Youth Media Campaign Aeffect – Center for Disease Control/HIV Testing</p>	<p><u>Financial Services/Insurance</u> Country Wide Bank of America Harris Bank State Farm Bank State Farm Insurance Thrivent Financial for Lutherans</p>
<p><u>Ethnographies</u> Sears Ford Kodak Procter and Gamble</p>	<p><u>Media/Entertainment</u> Blockbuster Video Turner Broadcasting Chicago Opera Theatre</p>
<p><u>Restaurants/Retail</u> McDonald’s White Castle Wal-Mart Sears The Kroger Co.</p>	<p><u>Other</u> United States Navy Western Union Illinois Lottery</p>
<p><u>Utilities/Transportation</u> Chicago Transit Authority TXU ComEd</p>	<p><u>Arts/Culture</u> Chicago Cultural Plan 2012 Dance Africa Chicago Dance Center of Columbia College American Association of Museums Garfield Park Conservatory Arts and Business Council Volunteer – <i>Board training/marketing/SmartScope Consultant</i></p>