

Curriculum Vitae

Lisa Gaines McDonald

Research Explorers, Inc

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RESEARCH EXPERIENCE

1994 – Present Research Explorers, Inc., Wilmette, IL

President - Specializes in planning, coordinating, executing and analyzing qualitative research studies; program evaluations; meeting and board facilitation.

PROFESSIONAL EXPERIENCE

1993 -1994 TomTec Imaging Systems, Inc., Northbrook, IL

Marketing Services Manager

1985 – 1992 The University of Minnesota Hospital and Clinic, Minneapolis, MN

Associate Director of Marketing (1991 -92)

Assistant Director of Planning and Marketing (1985-91)

1982-83 Avery Label, Consumer Products Division, Azusa, CA

Product Manager, Office Stationery

1978-81 General Mills, Inc., Minneapolis, MN

Assistant Product Manager, Hamburger and Tuna Helper (1980-81)

Assistant Product Manager, New Fruit Snacks (1979-80)

Assistant Product Manager, New Dessert Products (1978-79)

Marketing Assistant, Brownies and Pie Crusts (1978)

1977 Eli Lilly and Company, Indianapolis, IN

Pharmaceutical Sales Representative in St. Louis, Mo

EDUCATION

1977 Masters in Business Administration, Sales and Marketing,

University of North Carolina (Kenan-Flagler School of Business), Chapel Hill, NC

1975 Bachelor of Arts in International Studies, University of North Carolina, Chapel Hill, NC

ADDITIONAL SEMINARS/TRAINING

2006 National Institute of Health – *Human Participants Protection Education for Research Teams – Online Course*

2004 Northeastern Illinois Planning Commission- assisted in developing training as well as serving as a volunteer facilitator for the Common Ground Project

2000 National Center for Nonprofit Boards, Critical Components of Effective Governance

1996 -98, 2006 Creative Problem Solving Techniques, State University of Buffalo

1995 Focus Group Moderating Training – RIVA Market Research, Inc.

PROFESSIONAL AFFILIATIONS

1995 – Present	Qualitative Research Consultants Association, National & Chicago
1999 – 2006	Market Research Association
1998 – Present	Leadership Illinois
1997 – Present	Chicago Minority Business Development Council
1986 - 1999	American Marketing Association, Chicago & Minneapolis
1985 - 1991	University Hospital Consortium, Marketing Council
1989 - 1991	Minnesota Hospital Strategic Planners Association

VOLUNTEER & SERVICE

2010 - Present	Wilmette Public Library Trustee
2009 - Present	Diasporal Rhythms – Membership Chair
2001 - 2007	Arts and Business Council of Chicago: Marketing Consultant and Board Facilitator for various arts organizations
2000 - 2006	Qualitative Research Consultants Association: Membership Committee, Chicago Chapter Co-Chair
1999 - Present	North Shore Links- Treasurer, Chair of Arts Committee, Membership, Services to Youth and International Trends
1999 - 2006	Chicago Minority Business Development Council, Minority Business Steering Committee
1998 - 2006	Deputy Voter Registrar – Cook County
1994 - 2001	Avoca Caucus Member, School Volunteer, Chairs of Program Enrichment, Room Mother
1994 - 1998	Family Focus of Evanston Auxiliary Board
1993 - 1995	The Field Museum, Docent for the Africa Exhibit
1989 - 1991	Minneapolis Red Cross, Board Member & Vice Chair Branch Operations
1986 - 1991	Junior Leagues of Minneapolis

AWARDS & RECOGNITION

2009	Advertising Research Federation – Silver Winner – “If Looks Could Kill” Toyota Motor Sales/Burrell Communications
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Research Helped Shaped the Following Publications

Sister Citizen: Shame, Stereotypes, and Black Women in America. (Yale Press 2011)

Melissa Harris-Perry, Political Science Professor, Tulane University

Democracy Remixed: Black Youth and the Future of American Politics. (Oxford University Press 2010) by Cathy J. Cohen, David and Mary Winton Green Professor of Political Science, University of Chicago

Examples of Qualitative Research Experience

University of Chicago, Center for the Study of Race, Politics and Culture – Developed research design, conducted groups and analyzed results.

- Communications tests and exploration of attitudes toward the census with men of African descent – 2009
- University of Chicago, Department of Political Science – HIV/AIDS and AA Youth: The Intersection of Race, Class, Gender and Sexuality in the Hip Hop Generation
- Exploration of the myth of the strong black woman and whether it hinders their ability to seek help - 2007
- Community Impact of Chihuly Exhibit in Garfield Park – 2002
- Chapungu: Custom and Legend, A Culture In Stone Impact Study – 2003

Education

Chicago Public Schools (Loran Marketing)

- Facilitated 15 community network meetings around CPS school closings - 2013
- Facilitated 29 meetings with faculty at CPS schools around teacher evaluation -2011

City Colleges of Chicago (2008)

- Focus Groups with parents, high school seniors and current students to evaluate: college selection process, experience and impressions, message and logo in conjunction with *Summit Consulting and E. Morris Communications, Inc*

Financial Services

US Department of Treasury in conjunction with KRC Research (2011/2009)

- In-depth interviews (IDI's) with recipients of Direct Express cardholders to determine levels of satisfaction and usage.

Thrivent Financial Services for Lutherans (TFL) (2009-2010, 2016)

- Diversity and Inclusion Market Expansion Assessment with African-American and Hispanic Church Leaders and Congregants
- IDI's with African Americans that had both established and spotty banking relationships to identify their financial service needs and preferences in the Minneapolis Community.
- Focus groups to assess seniors' attitudes, behavior and preferences across six areas in order to identify opportunities for Trinity Lutheran Church and TFL to better serve them

Health Insurance

Affordable Care Act (ACA) (2014)

- Fleishman Hillard Communications testing with uninsured in Missouri and Illinois to identify messages and strategies that will get them to enroll on the marketplace

United Healthcare AARP (2007)

- Focus groups to test communication on supplemental life and healthcare insurance branded under AARP with African Americans less than 65 years old

Health Care

Oncology

- Communications Test with Oncologists, Oncology Nurses and Pharmacist to test visual sales aides for an epothilone.- 2007

Hematologic Cancers/Sickle Cell Disease - National Marrow Donor Program

- Feasibility Study of a Patient Navigator Program for Patients With Hematologic Cancers Considering a Cord Blood or Bone Marrow Transplant – 2006
- Bone Marrow Transplant Barriers for African-American (AA) Patients 50 and older with Hematologic Cancer - 2006
- Communications Test with AA Regarding Motivator For: Signing-up to Be a Donor – 2005

Arthritis

- Center for Disease Control (CDC)/Fleishman-Hillard - Arthritis Communications Test to Promote Physical Activity with AA Seniors - 2004, 2005

HIV

- Insight Research Group USA/Abbott Labs – “I Stand with Magic” and exploration of Cookie Johnson's role - 2007
- University of Chicago, Department of Political Science – HIV/AIDS and AA Youth: The Intersection of Race, Class, Gender and Sexuality in the Hip Hop Generation – 2004
- CDC/Aeffect-Attitudes, Perceptions and Knowledge of AA Heterosexual Females at Risk for

HIV – 2004

- CDC/Affect – Attitudes and Barriers Toward HIV Testing on Historically Black Campuses with AA Female College Students- 2005
- Abbott Laboratories/E. Morris Communications, Inc. – Communications Tests of Collateral Promoting Free HIV Tests with AA Adults (18-24) - 2001

Organization of National Drug Control Policy

- Ogilvy & Mather – Advertising Communications Tests with AA Teens, Tweens and Parents – 2003, 2004
- Ogilvy & Mather – Attitudes Toward Marijuana Usage with Teens, Tweens and Parents- 2004

Asthma

- Novartis/New American Dimensions- Ethnographies with AA Adults and Parents of Children Suffering from Chronic Asthma to Assess In-Home Environment and Drug Compliance - 2005

Prescription Assistance Programs (PAPs)

- Pharmaceutical Manufacturer's Associations/ KRC - Attitudes and Awareness of PAPs and Pharmaceutical Manufacturers, Communications Testing with Employees Lacking Pharmaceutical Benefits with Chronic Health Issues and Politically Active Consumers – 2004, 2005.

Health Needs Assessments

- Pfizer/TNS Market Development- Health Needs Assessments, Attitudes Regarding Rx Usage and Compliance Motivators with AA Adults over forty – 2002.