Jeffrey R. Hyde
MODERATOR PROFILE

Jeff Hyde is a General Market moderator with over 17 years of industry experience. The Managing Director for Ideas in Focus marketing consultants, Jeff is a RIVA trained, experienced moderator with a background in advertising, new product development, and research. His style is to work closely with his clients to understand their needs and objectives so they can pursue the best research approach and uncover learnings that are both insightful and actionable. He has years of marketing and research experience working on the client side, which allows him to add insight in the areas of sales, advertising, brand positioning, product development, and commercialization. Jeff is also experienced in in-depth interviewing and ethnographic research, including in-home visits, in-store research, and shop-along/retail settings. His list of qualitative project experience covers many categories and companies with both consumer and business-to-business clients. Some of the clients he has worked with include: Nestle, American Greetings, Bush Brothers, The Cleveland Clinic, Yves Veggie Cuisine, Kibbles 'n Bits, Hill's Science Diet, Nature Made Vitamins, ALCOA, Caterpillar, Kinetico, Doner, Marcus Thomas, ADT Security, The University of California, and others.

At Ideas in Focus, Jeff's provides qualitative research consulting such as research design, moderating and interviewing services, and research analysis. Prior to working with Ideas in Focus, he spent 10 years working for JWT and Doner Advertising Agencies where he worked as an Account Manager and New Product Consultant for Ford Motor Company, White Castle, Arby's, and Bush Brothers. Before his advertising career, he spent 2 years at Research Data Analysis where he worked as a Project Manager designing, conducting, and analyzing both qualitative and quantitative research studies. He is well versed in the areas of advertising copy testing, new product concept testing, consumer needs evaluation, habits and practices assessment, and brand positioning. He has a strong understanding of both consumer and corporate needs in the packaged goods, quick serve restaurant, automotive, pet food, and heavy equipment industries. Jeff received a Master's Degree in Business Administration in Marketing and Finance from Miami University.

Areas Of Concentration	**Product/Category Experience**
Ad Testing	Pet Food
Sensory Testing	Quick Serve Restaurant
Branding/Brand Positioning	Automotive
Merchandiser Testing	Health Care
Concept and Profile Development	Business-to-Business
Exploratory/Category Understanding	Vegetarian/Natural Foods
Habits & Practices	Consumer Packaged Goods
Copy Testing	Internet/On-line
New Product Development	Financial Services
Packaging	Grocery Products
Ethnography	Industrial Equipment
Usability Testing	Retail Flooring

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