





## Annie Pettit, PhD, CMRP, FMRIA

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**Who am I?** Award winning, globally respected research methodologist who has thousands of marketing research, data science, artificial intelligence, virtual/augmented/modified reality, and marketing connections in English speaking countries around the world. [Find me on Google.](#)

 <b>Twitter:</b> >14 200 connections	2016	<a href="#">MRIA Fellow Award</a> , <a href="#">Ginny Valentine Badge of Courage</a>
 <b>LinkedIn:</b> >16 000 connections	2014	ESOMAR <a href="#">Excellence Award for Best Paper</a> ; MRIA <a href="#">Award of Outstanding Merit</a>
 <b>Facebook:</b> >1 400 connections	2013	ESOMAR <a href="#">Best Methodological Paper</a>
 <b>Instagram:</b> >500 connections	2011	<a href="#">David K. Hardin Award</a>

**What can I do for you?** Write. I expertly demonstrate the unique offerings of your company by designing and analyzing research, writing and reporting results, and socializing outputs to a large, worldwide audience.

**Expertise:** Marketing, research business strategy, technology, innovation, research design, questionnaire design, research panels, sampling, data quality, data analysis, statistics, charts, social media listening, sentiment analysis, content analysis, social media, Twitter, LinkedIn, Facebook

**Style:** I have no employees. When we work together, you work with me. I know business strategies change from day to day and will work with you to accommodate your changing needs even if it's not what we previously discussed.

### Services

- *Full research papers: Demonstrate the rigor of your data through formal publications*
  - I design research, analyze data, and write reports independently and with your team
  - I have published more than 20 papers in [association magazines](#) and [refereed journals](#)
  - I am the Canadian Chair of the ISO 20252 Market, Opinion, and Social Research standards committee
- *Ongoing blog posts: Build brand awareness of your unique offerings and expertise*
  - I offer a full range of writing options from 1) generating ideas and writing pieces completely independently, 2) finetuning the grammar and clarity of posts written by employees, and 3) translating half-baked, scribbled ideas into client friendly, sharable posts
  - I've written thousands of posts for clients (ghost written and [under my own name](#)), as well as for Peanut Labs and Conversition (both acquired and folded into Research Now SSI), and my [LoveStats blog](#)
  - I am regularly invited to guest post on association and company blogs, and provide opinions on current industry topics
  - I blog for [Customer Think](#) and [Huffington Post](#), and share client posts there as appropriate

- *Write a book: Offer paper or eBooks as a free gift to potential clients or conference audiences*
  - Books and eBooks can be written by editing your written contributions into a well-organized story, or by writing all of the material myself under your review and guidance
  - I have written and self-published three books: [7 Strategies and 10 Tactics to Become a Thought Leader](#), [People Aren't Robots: A practical guide to the psychology and design of questionnaires](#), [The Listen Lady: A novel and social media research guide baked into one](#)
  
- *Conference presentations: Show potential clients that your offerings generate actionable data*
  - I am an invited and highly ranked speaker at research conferences around the world including AAPOR, ACEI, AMAI, AVAI, AMSRS, ARF, ASTM, CASRO, ESOMAR, ESRA, IIX, MRA, MRIA, MRS, Netgain, WAPOR
  - I am responsible for recruiting and chairing the highly popular “New Speaker Track” at IIX
  
- *Webinars: Personally connect with end users who are unable to travel to conferences*
  - I can prepare your presentation content, prepare the script, and perform the webinar
  - I have organized or presented more than 50 webinars for [NewMR](#), [PeanutLabs](#), and others
  
- *Workshops: Teach and train industry members and in-house employees to be better researchers*
  - I have organized, built content, and presented many [in-person workshops](#) for up to 30 people ranging from 1 hour to full days
  - Content has included theoretical topics as well as hands-on technology workshops
  
- *Social media: Connect with potential clients on a daily basis in a personal and relevant way*
  - I can take your social media channels from nothing to somewhere awesome
  - I can ramp up the LinkedIn profiles of your company and your business leaders so that their profiles clearly and comprehensively describe you and your business
  - I build and manage Twitter, Facebook, and LinkedIn pages, and have grown audiences by thousands (some starting at 0!) and drastically increasing engagement (likes, shares, comments, follows)
  
- *Strategic advice: Get expert advice from an industry thought leader and trend watcher*
  - Discover how to improve your offering to appeal to researchers and research users
  - Improve your website and sales materials to better reflect the evolving research industry

