



## mission

Help clients achieve sharp, focused marketing and communications

## joanne

Joanne O'Connell is an experienced marketing and communications research professional with all the traits that go along *curious / resourceful / no limitations on type of research approach / has that pragmatic mix of big-picture view and detailed practice* She belongs to the community of independent practitioners who are forever surprising their clients with what a small operation can deliver *hard work / client responsiveness / excellent customer service / flexible short-term alliances and (small "p") partnerships with other independents / breadth of experience* A second-generation Calgarian, Joanne learned her technical skills through university studies in math and psychology. Her business acumen came later through employment with two communications firms, one major research firm, and successful self-employment *knows Calgary and Alberta well / produces clear value-added reports / wide skill set* Joanne has been active over many years with the Alberta chapter of the national Marketing Research and Intelligence Association – [www.mria-arim.ca](http://www.mria-arim.ca) *gives to the industry / keeps current with industry and national trends / follows the Code of Ethics* In 2003, she obtained the CMRP (*certified marketing research professional*) designation, awarded by the MRIA to signify professional competence in both quantitative and qualitative practice *a life-long learner*