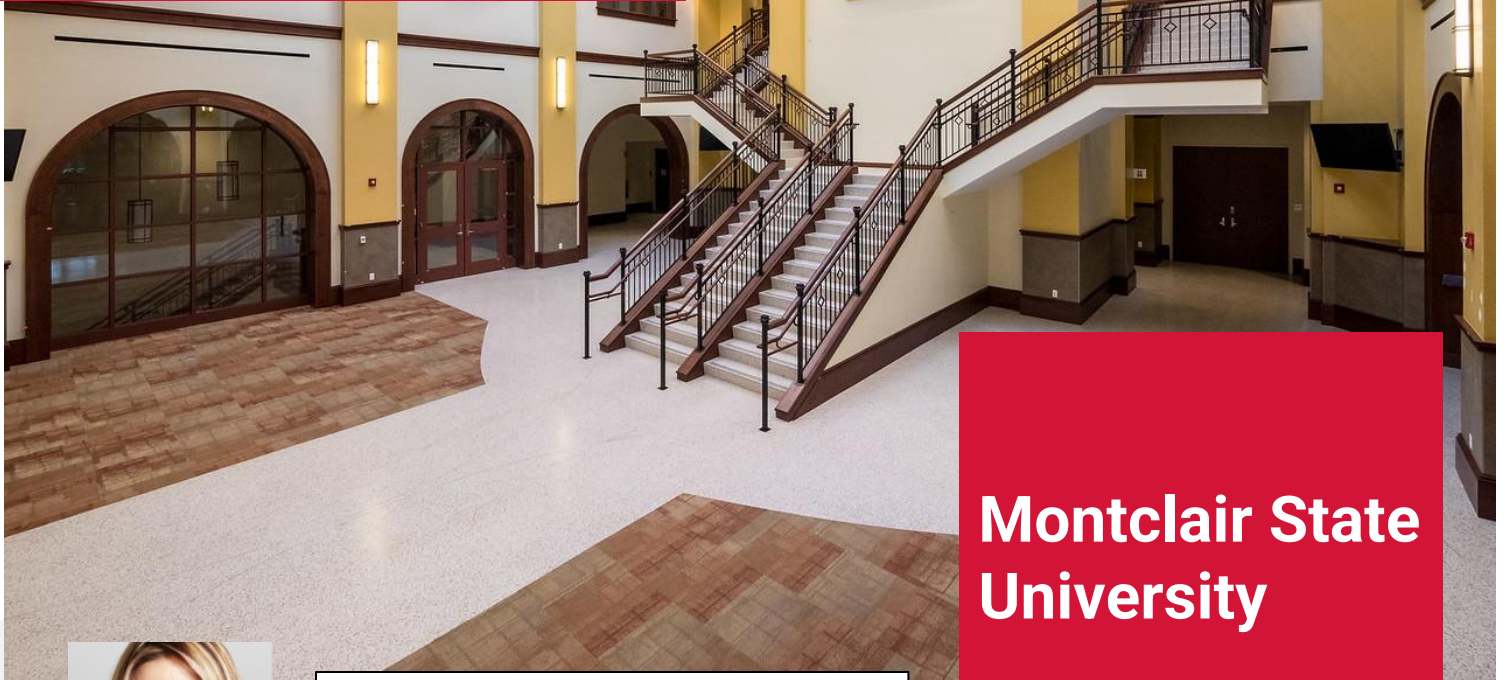




MONTCLAIR STATE UNIVERSITY

Master's in Social Research & Analysis
Customer & User Experience Research
Data Collection & Management
Department of Sociology
College of Humanities & Social Sciences



How to Transition from Market Researcher to Strategist

With Yola Zdanowicz
CEO, Ensemble Strategies

Yola founded Ensemble, a strategy firm, in 2012. She partners with her health sector clients to leverage innovative research to inform brand, communication and corporate strategies.

Prior to Ensemble Yola led health practices at Ipsos & Vision Critical and two hospital/health research centers. She has co-authored a host of medical journal articles pinpointing unmet health needs and runs workshops to teach organizations how to leverage research to inform strategy.

Montclair State University

Thursday, APRIL 21st
10:45 AM - 11:45 aM

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