

# MARK HOUSE, PHD, MBA

RESEARCH CONSULTANT

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www.giantstepsresearch.com

Forward-thinking and dynamic Senior Research Consultant with experience leading targeted research strategies and data collection initiatives to drive project success and reduce spending. Expert communicator who leverages strong research acumen to obtain key customer insight; collect and analyze data; and provide accurate primary and secondary findings to deliver value-enhancing recommendations across major, multimillion dollar projects with organizations including AT&T, CVS, Dell, and Capital One. Expertise in developing customized and detailed research solutions to fit a range of projects and ensure accurate and profitable results.

## PROFESSIONAL EXPERIENCE

### GIANT STEP RESEARCH, LLC. - GAINESVILLE, FL

2007 TO PRESENT

*Boutique research firm providing customized solutions around consumer behavior, segmentation, and cultural models.*

#### PRINCIPLE RESEARCHER

Design and implement effective, top-tier research design for a range of projects and industries. Directly interface with clients to communicate research processes and findings while collecting and analyzing appropriate types of data to recommend easily understood, actionable, and highly customized solutions and results.

#### *Selected Projects:*

##### Journal of Chemical Education

Project to understand readership segmentation and the utilization of both print and online versions of the publication. Implemented online survey to collect data from 1.6K+ respondents. *Methods: Survey design, sampling, web survey programming, quantitative data analysis, multivariate analysis.*

##### Phillips Electronics

Designed and moderated usability testing in pre-launch development test for a new television at Phillips Electronics. Analyzed recordings for patterns of issues among participants and why issues were significant to users. Suggested solutions to alleviate all problems. *Methods: Usability test moderation, transcript analysis.*

##### Regional Utility Company

Developed research project in coordination with GRU to examine apartment owner infrastructure upgrades to reduce the use of utilities. Moderated two focus groups and directly presented findings to GRU. *Methods: Focus group moderation, text analysis.*

### RAZORFISH – Chicago, IL

2008 to 2013

*Leading global interactive agency providing services including web development, media planning, and creative marketing.*

#### CONTRACTED SENIOR RESEARCHER

Drove and developed key primary and secondary research to create practical findings and compose detailed research plans for a range of multimillion dollar digital projects. Collected and analyzed data for both internal and external clients. Collaborated with customers to understand and implement findings within their organizations. Heavily researched industry trends and provided competitive analysis. Managed research vendors to ensure projects were completed on time and within budget.

## ***Selected Projects:***

### **Liminal**

Collected and analyzed data provided by Rappleaf and Virgin America to better understand how consumers define engagement and how various platforms create engaging brand experiences. <http://liminal.razorfish.com/> *Methods: Phone interviews, online card sort, online survey, descriptive and multivariate statistical analysis.*

### **CVS/Caremark Customer Experience Benchmarking**

Major research initiative to guide the improvement of existing Caremark site as well as to inform future projects both on and offline. Conducted home interviews with respondents throughout the greater Chicago area to understand Pharmaceutical Benefit Management consumer experience. *Methods: In-home interviews, text analysis.*

### **AT&T Business Services Web Taxonomy**

Developed two large online pile sorts to understand the mental categories used by respondents and restructure AT&T's B2B website taxonomy. Created an open sort gauging general categories in which B2B technology customers grouped AT&T's services and a closed sort to confirm revised website taxonomy. Instituted short online survey during recruiting process. *Methods: Card sorts, matrix analysis, statistical analysis.*

### **Personified Segmentation for Major Insurance Company**

Designed interview instrument used for both agent and consumer interviews conducted throughout three major metropolitan cities. Conducted 90-minutes home interviews in four major cities on insurance usage and household financial management systems. Analyzed notes and recordings for major components used in large national survey to produce personified segments of U.S. insurance clients. *Methods: Ethnographic Interviews, text analysis.*

### **Dell Premier**

Constructed online card sorting tool, reducing respondent bias and resolving stakeholder concerns while analyzing data to determine navigational functionality of the Dell Premier website. Transformed data into statistically manageable data body. *Methods: Card sorts, matrix analysis.*

### **AT&T Help and Support**

Transformed user insights to unique and innovative solutions to online help and support systems. Integral in the development and execution of focus groups in Chicago and Austin to realize desired set of features for AT&T's customer support. Modeled core features of principle drivers of help and support based on user observations and other ethnographic data. *Methods: Focus Groups, text analysis.*

## **UNIVERSITY OF FLORIDA SURVEY RESEARCH CENTER - Gainesville, FL**

**2003 to 2007**

*One of the largest university survey programs in the country conducting large scale survey research for state agencies.*

### **FIELD DIRECTOR (2007)**

Oversaw the hiring, training, scheduling, and general management of 200+ phone interviewers. Managed small teams of employees responsible for the construction of research designs emphasizing validity, accuracy, and precision.

- Project scopes ranged from small surveys for private business to surveys with 10K+ completes for government agencies and offices.
- Increased productivity by developing and implementing innovative data-based evaluation system.

### **PROGRAM MANAGER/GRADUATE RESEARCH ASSISTANT (2001 to 2006)**

Directed full survey project lifecycle for research center under the Bureau of Economic and Business Research. Spearheaded all efforts regarding telephone survey questionnaire development, Ci3 programming, sample management, data cleaning, and analysis and report production.

- Used SAS to track lab productivity and complete large dataset analysis.

### **ETHNOGRAPHER, SOCIAL NETWORK PROJECTS (2004)**

Collected egocentric network data on Mexican migrants in Northwestern Kansas in relation to National Science Foundation grant under Dr. Chris McCarty. Formulated models of acculturation and enculturation based on ethnographic field work and network data.

## EDUCATION & CERTIFICATIONS

**Ph.D. in Anthropology, Research Methodology - University of Florida**

**Master of Business Administration - Mississippi State University**

**Bachelor of Arts in Anthropology - Kansas State University**

*National Science Foundation Summer Institute for Research Design in Cultural Anthropology*

## Areas of expertise:

Research Design – Quantitative & Qualitative Data Collection – Primary & Secondary Research – Statistical Analysis – Ethnography Matrix Analysis – Structured Cultural Domain Analysis – Text Analysis – Social Media Analysis – Multivariate Analysis – Strategic Planning – Non-Parametric & Categorical Analysis – Online & On-Site Interviews – Panel Management – Usability Testing Observational Testing – Survey Management – Focus Groups – Cognitive Anthropology – Taxonomic Research – SAS – SPSS – Ci3

## PUBLICATIONS

House, Mark C. and Jeffrey I. Seeman (2010) "Influences on Authorship Issues: Educational and Environmental Influences" Accountability in Research 17: 223-256.

Seeman, Jeffrey I. and Mark C. House (2010) "Influences on Authorship Issues: An Evaluation of Giving Credit" Accountability in Research 17: 146 - 169.

Seeman, Jeffrey I. and Mark C. House (2010) "Influences on Authorship Issues: On Receiving, Not Receiving and Rejecting Credit" Accountability in Research 17: 176-197.

House, Lisa A., Mark C. House and Joy Mullady (2008) "Do recommendations matter? Social networks, trust, and product adoption" Agribusiness 24: 3, pp 332-341.

Smith, Stan and Mark House (2007) "Temporary Migration: a case study of Florida" Population Research and Policy Review 26: 437-454.

Smith, Stan and Mark House (2006) "Snowbirds, Sunbirds, and Stayers: Seasonal Migration of the Elderly in Florida" Journal of Gerontology: Social Sciences 61B:5, S232-239.

Peter D. Killworth, Christopher McCarty, H. Russell Bernard and Mark House. (2006) "The Accuracy of Small World Chains in Social Networks" Social Networks 28:1, pp 85-96.

McCarty, Christopher, Mark House, Scott Richards, and Jeffrey Harman. (2006) "Separating the Effect of Effort versus Context on Response Rates for Telephone Interviewing" Field Methods 18:2, pp 172-188.