

Our Mission
Our Expertise
Our Approach
Your Market
Your Answers
Our Clients

"...A logical solution to all your qualitative marketing research challenges"



● [Contact Us](#) ● [Accolades & Our Team](#)

Accolades & Our Team

Accolades

- **Insight-driven final report decks** often cited as the most well-written, easy to use, and valuable presentation decks. Many clients even say we set the standard!
- **Concept building/shaping efforts** continue to result in high scoring new product/service ideas (per ongoing citations from clients after receiving results from quantitative volumetric methods). We are most proud of this!
- **Outstanding project management skills and deliverables** receive regular thank-yous – it encourages clients to seek our input, then let go of the details, while awarding us their toughest and most strategic projects. Even fieldsites like this because it helps them keep projects on track more easily. It makes everyone know that we are on top of our game – on your behalf!
- **University Award** – Received Outstanding Contributions in Guest Speaking in Research Methods in Marketing, from Kellogg School of Management – 2005
- **Client Award** – Domestic Research Partner of the Year, Ross Products Division-Abbott Laboratories – 2001

Our Team

Welcome to The Lazar Group Team. We are a team of business-friendly professionals **dedicated to doing great work and delivering insight-driven marketing solutions**. We are staffed in a way to always be responsive to project needs, as they arise, which is especially important given that so much of our facilitation work is on the road. In this regard, you will find the friendly voices of Sarah Lopez and Gary Lazar always ready to help.

We are also staffed with a wonderfully talented group of Brand Strategists who contribute to projects in an analytic role. Our team is made up of experienced marketers, advertising account managers, and research managers.



Susan Lazar – Founder, Facilitator & Brand Strategist

Susan Lazar is founding partner and President of The Lazar Group. Since 1979, she has been engaged in marketing consulting and qualitative research, focusing on brand building, strategic planning, and new product development. Her primary work is in helping Fortune 500 companies develop many critical and conceptual aspects of marketing plans. She has garnered many accolades for her qualitative facilitation skills, marketing acumen and in providing insight-driven solutions to challenging business issues.

Prior to founding The Lazar Group in 1990, Susan's experience includes much quantitative and qualitative BTC & BTB market research on the client, ad agency, and provider side of the industry:

- Vice President, Kapuler Marketing Research
- Associate Research Director, Tatham RSCG Advertising Agency (now Euro RSCG)
- Brand Research Manager, S.C. Johnson
- Research Manager, J. Walter Thompson Advertising
- Research Associate, City of Chicago Public School System

Susan has a **BS & MS** in the Behavioral Sciences from the **University of Wisconsin-Madison**. There she earned

numerous honors, including a research fellowship as an undergrad and in graduate school. Her education is grounded in behavioral psychology; cognition, perception and attitude formation; and educational research and testing methodologies. She also completed **Northwestern University's 4A's Advanced Studies in Advertising** program.

Susan is currently involved in a variety of programs at the **Northwestern University Kellogg School of Management**. She is a faculty member of the "*Customer Insight Tools*" seminar in Kellogg's Executive Education Program and Corporate Education Program, and a frequent and in-demand speaker in the MBA Program. Some of her insights into qualitative research are cited in one of the business school's classroom textbooks, ***Ten Key Customer Insights***.

Susan is a member of the American Marketing Association where she was selected to serve on its Advisory Council, a visionary group for the marketing research industry. She has been involved in numerous research industry conferences as guest speaker, on planning committees, and as conference Chairperson. She is a member of the Qualitative Research Consultants Association, QRCA. Susan also regularly helps various institutions in her community, such as providing strategic planning direction for local hospitals and religious organizations.

[Download a printable pdf version of this page.](#)

