



Brendan Cooney

Brendan is an accomplished focus group moderator and interviewer in both traditional in-person and online settings, and he has a strong background in quantitative methodologies, including survey design and statistical analysis. Brendan has worked with clients across a variety of industries, such as the US Army, The Hartford, Blue Cross/Blue Shield, Bayer HealthCare, Whirlpool, AT&T, Sprint, T-Fal, Lea & Perrins, Halliburton and PBS.

Most recently Brendan has been working on designing and managing multinational qualitative and quantitative studies on branding, message development and package design for a medical device manufacturer, as well as a quantitative study tracking brand recognition and advertising awareness across Canada. Other recent work has included qualitative one-on-one interviewing with prior-service military personnel concerning Reserve service opportunities; interviews with petrochemical engineers and geophysicists about oil and gas exploration software programs; and focus groups in the US, Canada and Germany among healthcare professionals and people with diabetes to evaluate perceptions and attitudes toward new diabetes care products.

Brendan has been working as an independent consultant since May 2004, and he incorporated BroadReach Research & Consulting, LLC in August 2005. He is the former Director of Research & Planning for Churchill & Co., LLC; he has worked as a Research Consultant with The Taylor Research and Consulting Group; Account Supervisor and Senior Analyst at StrategyOne, a subsidiary of Edelman Worldwide; and Associate Director of Marketing Research and Polling at Hofstra University. Brendan received his BA in Psychology from Frostburg State University, Frostburg MD, in 1990; and an MA in Applied Experimental Psychology from Southern Illinois University, Carbondale in 1997.

EXHIBIT BC-1

Brendan Cooney
BroadReach Research & Consulting, LLC
57 Mount Vernon St
Portsmouth, NH 03801
603-206-4332

Employment History

BroadReach Research & Consulting, LLC, Portsmouth, NH *May 2004 – Present*

Owner, Sole Proprietor

Consulted independently from May 2004 to August 2005, when BroadReach Research was officially incorporated. Manages all aspects of marketing research projects, including writing and delivering proposals, custom research design, managing global qualitative and quantitative projects, focus group moderating and interviewing, analyses, reporting and presentations.

Churchill and Company, LLC, Rockville Centre, NY *April 2003 – May 2004*

Director of Research & Planning

As one of three principals of Churchill & Co., directed primary custom research functions, including research design, management and execution. Managed all aspects of marketing research projects. Worked closely with the Churchill & Co. team to develop strategies and communications relating to brand identity and equity, branding and messaging, package design, advertising concept tests, and issue exploration and ideation.

The Taylor Research & Consulting Group, Portsmouth, NH *September 2001 – March 2003*

Consultant

Managed international qualitative and quantitative research projects from start to finish; drafted proposals and recommended research design and methodology; designed questionnaires and discussion guides; moderated in-person and online focus groups, web usability studies, and one-on-one interviews; analyzed data; prepared reports and presented findings and recommendations to clients. Helped introduce new data collection methodologies to the company repertoire (e.g., online focus groups).

StrategyOne, a Daniel J. Edelman Company, New York, NY *June 2000 – August 2001*

Account Supervisor, Senior Analyst

Designed and managed quantitative and qualitative studies; served as the main client contact for multiple ongoing projects; drafted survey instruments and discussion guides; moderated focus groups of professional and consumer audiences; analyzed and summarized quantitative and qualitative data; prepared reports and presentations; drafted proposals as needed to help secure new work for the firm.

Hofstra University, Hempstead, NY *January 1998 - June 2000*

Associate Director, Office of Institutional & Market Research

Managed marketing research and public opinion polling projects from start to finish, including survey design; CATI programming; overseeing phone room data collection; analyzing data; writing reports and presenting recommendations to clients. Projects addressed public opinion polling, corporate/brand image and positioning, customer satisfaction, consumer behaviors and preferences, strategic planning, and marketing strategy research for corporate, non-profit and government clients.

Education: **Master of Arts in Applied Experimental Psychology**, December 1997

Southern Illinois University at Carbondale.

Bachelor of Arts in Psychology, May 1990

Frostburg State University, Frostburg, MD.