

**Stefan Hartmann – Minneapolis, MN**  
**Experienced Market Researcher and Competitive Intelligence Analyst**

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## Professional Summary

Creative market researcher and competitive intelligence analyst with superior writing skills and the ability to turn data into insights that are easy to communicate and use. Broad expertise in a variety of advanced research methodologies applied in consumer and business-to-business markets with particular industry focus in technology services and devices. Seasoned qualitative interviewer and moderator, supported by background in journalism. Experienced user of various research design and analysis tools including Microsoft Excel (incl. Pivot functions), SPSS, SurveyGizmo, Rio SEO, and others.

## Selected Experience

### **Sounding Weight Research, market research and competitive intelligence consultancy**

*Founder & Principal, Seattle, WA (until 2017) and Minneapolis, MN February 2011 – current*

- Design and execute qualitative and quantitative research studies, competitive intelligence, and other research projects for clients in consumer and b-to-b technology, tech services and devices, and the automotive sector
- Provide data analysis and report writing services to online media, marketing, and market research companies
- Advise clients on strategies for conducting their own research through online tools

### **TNS Global, leading technology market research firm**

*Research Director, Bellevue, WA*

*November 2011 – September 2012*

- Led four-person research team in executing quantitative studies for Microsoft and other technology clients
- Supported development of new technology research products
- Partnered with technology sales team in addressing research needs of technology clients, leading to multiple wins.

### **Ipsos OTX MediaCT, technology/entertainment division of Ipsos, a top-five global market research firm**

*Research Director, Bellevue, WA*

*January 2010 – January 2011*

- Managed and grew strategic relationships with US and global leaders in consumer technology, including Microsoft, T-Mobile, and others
- Helped clients identify strategic challenges and design research programs that resulted in actionable insights, including multiple studies that directly informed key long-term strategic decisions related to product launches, branding, and pricing strategy
- Led development and delivery of executive-level presentations given to c-suite staff or divisional heads
- Managed a team of project managers, data analysts and report production specialists from project development to completion, including project proposal, questionnaire design, fielding, data processing, analysis and presentation
- Designed the market research approach for multi-country Internet and telephone studies, frequently in combination with in-depth interviews or focus groups using a variety of advanced methodologies for new product testing, messaging, concept, choice, and price testing, and segmentation among consumer and business audiences

*Senior Research Manager, Minneapolis, MN*

*May 2007 - January 2010*

- Managed a team of survey programmers, online field staff, data analysts, coders, and third party vendors to successfully complete client projects for technology clients such as AMD and Sony
- Created comprehensive presentations to strategically advise clients based on research analysis
- Managed budgetary and time aspects of projects
- Developed a new method to estimate incidence of qualification for online studies conducted outside the US
- Served as proposal coordinator and writer, resulting in multiple wins

*Research Manager, Minneapolis, MN*

*August 2003 - May 2007*

- Designed and wrote survey questionnaires for quantitative research studies for clients such as Sprint and Yahoo! and contributed to analysis and reporting
- Led a five-country (China, India, Italy, Spain and UK) project for wireless phone maker

**Power Systems Research, automotive and equipment research and competitive intelligence agency**

*Project Manager, Saint Paul, MN*

*June 2002 - July 2003*

- Managed syndicated research and sales forecasting project that tracked US and Canadian sales for engine-powered generators and various other national and international business research and competitive intelligence projects
- Designed and tested questionnaires for telephone and online studies
- Trained and supervised in-house call center with staff of eight

*Senior International Analyst, Saint Paul, MN*

*July 2001 - May 2002*

- Conducted business and competitive intelligence research with targets in North America, Europe and Asia
- Researched and analyzed general econometric and industry-specific business data
- Conducted in-depth interviews with industry experts and analysts
- Wrote and edited research reports and customer presentations

*International Analyst, Saint Paul, MN*

*April 2000 – June 2001*

- Conducted phone interviews with key staff at equipment manufacturers in North America and Europe
- Researched highly sensitive company data such as manufacturing output
- Analyzed and validated results on a per-industry basis and updated relevant areas of in-house equipment databases

**Deutsche Presse-Agentur (national wire service) and Berliner Morgenpost (daily newspaper)**

*Freelance journalist, Frankfurt and Berlin, Germany*

*1994 - 2000*

- Identified and interviewed sources, researched and wrote news stories published by Germany's leading national news agency and one of the leading daily papers in Germany's capital of Berlin

**Radio 7 (regional news station)**

*Freelance Reporter/Producer, Leutkirch, Germany*

*1990-1993*

- Researched news stories on various topics, identified and interviewed sources, wrote, read and recorded news scripts, produced segments ready for replay to air on a regional current affairs show and other programs.

**Selected Education**

**Free University, John F. Kennedy Institute of American Studies, Berlin, Germany**

Masters, History, Journalism, and Political Science

**University of Georgia, Athens, GA**

Principles of Marketing Research Certificate (endorsed by MRA and ESOMAR)

**Languages**

German (native) – English (fluent) – French (conversational)

**Professional Affiliations**

Member of the Marketing Research Association (MRA)

**Hobbies**

Sailing – Overseas Travel – Cooking

**References**

Personal and professional references from the United States and other countries available upon request.