



Terah Farness MMR
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Terah Farness graduated Magna Cume Laude with her bachelors degree in marketing from Western Michigan University, later completing her Masters in Marketing Research at the University of Georgia's Terry College of Business. Terah has completed three courses at the RIVA training institute, as well as numerous courses on concept development, product design, report writing and presentation, and marketing best practices.

Terah's experience includes five years on the client side in marketing research at a major CPG company, followed by two years working exclusively in the pharmaceutical and healthcare market as a supplier-side qualitative marketing research consultant. Terah now conducts studies and consults on custom marketing research projects through Pearl Marketing Research Consulting LLC a sole proprietorship.

Terah has used countless research methods and techniques, conducted research across the country and around the world, explored almost every stage of product development and the product lifecycle, and has specific audience and brand issue experience relevant to your study, including:

Specialty Audiences:

Parents
60+ consumers
African Americans
Hispanics
Healthcare Targets

Brand Issues:

Market Opportunity / Landscape
Positioning
Concept Development
Sales Aid Development/ Refinement
Creative Concept Feedback
Consumer Shopping Behavior
Competitive Understanding
Package Design / Refinement
Television and Print Advertising Development
New Product Development



Pharmaceutical Research Experience:

Audiences:

Digestive Disorder Sufferers
Overweight and Obese Consumers
Diabetics
Adults with severe PAH
African Americans
Hispanics
Psychiatrists
Primary Care Physicians
Allergists
Pulmonologists
Hematologist
Infectious Disease Specialists
Pediatricians
Cardiologists
Dialysis Nurses
Hospital Nurses
Medicaid and Medicare Payers
Pharmacy and Medical Directors
Sleep Specialists
Clinical Study Investigators

Topics:

Market Opportunity / Landscape
Positioning
White Paper Exploration
Concept Development
Journal Ad Development / Refinement
Sales Aid Development/Refinement
Creative Concept Feedback
Competitive Understanding
Package Design / Refinement
Television and Print Development

Disease States:

Schizophrenia / Bi-Polar
Major Depressive Disorder
Generalized Anxiety Disorder
Otitis Externa
Uremic Pruritus
Diabetes
Asthma
HIV / AIDS
Community Acquired Pneumonia