

Biographies

Innovators in motivational segmentation

Carol M. Morgan, M.A. and Doran J. Levy, Ph.D., principals in Motivo Consulting, a division of Strategic Directions Group, Inc., are internationally recognized authorities on motivational segmentation, its analysis, and the tools and models that make such segmentations both predictive and useful.

Co-authors of three books on their research, including *Marketing to the Mindset of Boomers and Their Elders* and, most recently, *Health Motivations: 7 Dimensions That Shape America's Health*, they've also written scores of articles on their work and have spoken before numerous professional and industry groups.

In addition, for over 25 years they have conducted proprietary motivational segmentation studies for major corporations and mid-sized businesses. The subjects of this research have ranged from pharmaceuticals to crackers, cruise lines to financial services, gasoline to financial services.

Carol M. Morgan, M.A., president, born in Panama, she's lived in France and Germany. Carol brings a unique, multicultural perspective to every study. She had her own marketing firm with clients including Honeywell, Inc., Minnesota Mining and Manufacturing (3M), and the Minneapolis Federal Reserve Bank. She has directed numerous motivational segmentation studies.

Doran J. Levy, Ph.D., the firm's executive vice president and chief innovation officer, builds systems to analyze and apply the firm's research. His 30 years experience includes managing consumer research at a Fortune 500 company, serving as senior vice president of strategic planning at a major national advertising agency, and vice president of customer analytics for an international CRM firm.

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