

Motivo | consulting

a division of Strategic Directions Group, Inc.

66 9th Street East, Suite 1407
Saint Paul, MN 55101
651.228.7250

Contact: Carol M. Morgan
651.228.7250

carolmorgan@motivoconsulting.com

BIOGRAPHIES

Experienced innovators in psychographic 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 psychographic 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, more 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 30 years they have conducted proprietary psychographic segmentation studies for major corporations and mid-sized businesses. Covering both consumer and business-to-business topics, the firm has researched subjects ranging from pharmaceuticals to restaurants, travel to economic development, and law firms to financial services.

Besides these proprietary studies, the firm has produced demonstration studies on marketing executives, utility consumers, and Hispanics. Its studies on the motivations of the U.S. population created nine separate segmentation strategies, three on health. This massive effort has collected millions of pieces of data on 25,000 persons using nationally representative samples.

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Carol M. Morgan, M.A., the firm's president, was born in Panama and has lived in France and Germany. Carol brings a unique, multicultural perspective to every study. She has been an adjunct professor at several universities, a journalist, and the public relations director at a major teaching hospital. She has also had her own marketing firm with clients including Honeywell, Inc., 3M, and the Minneapolis Federal Reserve Bank. Carol has directed numerous motivational segmentation studies.

Doran J. Levy, Ph.D., the firm's executive vice president and chief analytics officer, builds systems to apply the firm's research. Doran obtained his doctorate from the University of Missouri School of Journalism in mass communication research focusing on psychographic segmentation. His decades of experience include 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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