

BIOGRAPHIES

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, 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.

Carol M. Morgan, M.A., president, has 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., 3M, and the Minneapolis Federal Reserve Bank. In addition, Carol directed the marketing strategies for a large teaching hospital. She 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 communications 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.