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Summary:

My career is supplier-side market research, partnering with clients to increase their competitive advantage and improve the effectiveness of their strategy. My primary role is to find opportunities, propose solutions, ensure successful planning, execution and delivery by leading team performance from start to finish on research engagements. I have more than twenty-five years' direct experience with mainly quantitative methodologies.

Work Experience:

MFour Mobile Market Research

Senior Solutions Executive

www.mfour.com

Irvine, CA
January 2016 to Present

Instantly, Inc.

VP, Sales and Product Line Management
(now part of SSI)

Encino, CA
January 2009 to December 2015

TNS

VP, Business Development
www.tns-us.com

Palo Alto, CA
2006 to 2009

Greenfield Online

Director, Client Development
www.greenfield.com

San Francisco, CA
2004 to 2006

Additional business experience includes similar positions for market research and business services firms, starting in 1981.

Relevant Professional Experience:

Michigan State University, Eli Broad Graduate School of Management, East Lansing, MI

Advisory Board member for the Master's in Market Research 2014-Present
Asst. Instructor; Mobile Market Research elective 2016-Present
- Developed original curriculum for 30 hour instruction class.

University of California, Berkeley, University Extension, Berkeley, CA

Instructor; Marketing Research, Strategic Brand Management 2006-2016
- Developed original curriculum, core and elective courses, within the Certificate in Marketing program for post-undergrad students.