





## MEET KATY CHAN

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Katy Chan, who serves as senior project manager and team lead at M3 Global Research, has been in the market research industry for just shy of 17 years and has been with M3 for three years now.

Like most, Katy was not planning on a career in this industry. She started out as a qualitative assistant at another market research company, where she met Amber Leila Esco, who now serves as M3 Global Research Chief Strategy Officer. Katy followed Amber to M3 from the company where they worked together prior. Katy can attribute much of her career path decisions to Amber's mentorship. She says that Amber has always taught her what she knows and has pushed her to get to where she is today.

When explaining her career to others who are not in the industry, Katy usually references the movie *Daddy Day Care* and the scene where they are in

a focus group with children testing new toys. Her mom actually has a good understanding of Katy's job and has historically tried to help recruit people for research studies.

While Katy has no preference over working with patients versus health care professionals, she has a bit of a preference for quantitative over qualitative methodologies, mostly because she sees that she can reach more people in a short amount of time in quantitative and the answers are more definitive.

If there was one thing she could change in the industry, she would like to see a more transparent and collaborative relationship with data collection and clients. In a truly trusting and collaborative relationship, there is a sense of purpose and working to one vision. By way of example she cites "no shows". Quite frequently, as a project manager,



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she feels there is a sense of responsibility for people who do not show up for a scheduled qualitative interview either in person or on the phone. “In an ideal world, they would all turn up! Unfortunately, no matter how often we call, text, or email reminders we cannot make them be there.” She elaborates that it is natural for health care providers to have emergency situations. It’s just the nature of the business.

One of the most “interesting” things that she has experienced in the industry happened while at her prior company, when she was doing a study for birth control. She was waiting for a respondent named Erica to arrive. She received a call from the front desk that Erica just arrived and was actually “Eric”. They had to explain to Eric that they needed women only for the birth control study.

If she could try out any other role in the company, Katy would like to try her hand in account management or sales. While she has had the opportunity to work in, and master, nearly every role on the operations side, she hasn’t ventured into a sales role and would like to use her operations experience to assist clients in sales.

The best advice Katy would offer to someone interested in a market research career would be that they start in an entry level position to truly experience the business and then grow into a more advanced role in the qualitative or quantitative side depending

on their attention to detail.

If Katy was not doing market research, she would want to be a stay-at-home mom. She has one daughter who may be destined for our industry as she comes in and helps on bring your daughter to work day!

It is no secret within our industry that Katy is a highly proficient and efficient worker. She is able to manage an incredible number of projects at any given time and can do so nearly flawlessly. However, in addition to her strengths as a project manager wonder woman, she also has other super powers. When not at work, Katy can be found exercising one of her other secret talents: bargain shopping. She explains, “I love shopping and finding great deals.” The best deal she can recall getting was when she walked out of a store with free new nail polish and they actually had to pay her 10 cents back!

As if Katy wasn’t already a valuable asset to M3, if anyone in the office is ever looking for a deal on something they need to purchase, they just need to put Katy on alert and she’ll help find a bargain for them. It is not uncommon to come into one of the M3 offices and find hundreds of dollars of laundry detergent, toys, accessories, face masks or any other assortment of goods all acquired for less than a cup of coffee!