

David Kennedy

Senior Quantitative Analyst

When David completed his degree in Business with an emphasis in Marketing at the University of Missouri, he knew he wanted to do market research. After working in several retail positions, including management, and beginning his master's degree, David found Corona through his school's career center.

When David looked into Corona Research, he instantly became attracted to the company due to its wide range of work. After meeting who would become his future coworkers at the interview, David believed he had found the right company with the right culture. "Before and after the interview, I was impressed with the level of communication between Corona and me. They always took the time to call me personally, instead of only sending an e-mail." David was also impressed with the growth of the company and felt he would be starting at a great time.

David works on numerous projects at any one time and typically can be found writing, analyzing and reporting on survey research, but he is involved in much more. "One of the great things about working at Corona is the ability to be involved in many different types of research. Although my title may say 'quantitative,' I have worked on several qualitative and strategic planning projects, as well."

On a typical day, David manages his own survey research projects as well as assists others on their projects. "Since each analyst's project load varies, we all work together to keep everything on track for the client." David also serves as the firm's Marketing Manager, coordinating all aspects of the firm's marketing efforts, including in person, in print, and online.

Outside of work, David enjoys outdoor activities. During the winter he can be found ice climbing and skiing, and during the summer, he can be found climbing, hiking or biking. He does many of these activities with his wife, with whom he also enjoys traveling. Having grown up in St. Louis, David is another avid Cardinals fan in the office, and he is still savoring the team's championship in 2006.

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