Website changes

* New pics
* Pare down Home

HOME:

Thank you for your visit.

Our business is helping clients sell their products and services more effectively and intelligently, whatever their issues may be. We do this through in-depth research: conversations with consumers, retailers, experts, and others in the marketplace. We meld the insights from this research with our marketing expertise to arrive at answers that give clients clear strategic direction for moving forward.

We use a variety of techniques in our research—focus groups, individual interviews, ethnographic observations in homes, stores, or the like, and telephone and on-line conversations, depending on the audience and the issues at hand.

We are a boutique consulting firm consisting of two principals: Scott Hayward Ph.D and Annie Hillinger. We have no junior partners. This business model gives us unusual freedom, flexibility and focus in our work, resulting in exceptional quality and value for those who choose to work with us—in attention, investigative craftsmanship, insight, creativity, energy, and precision of method.

* Pare down bios

Scott Hayward Ph.D

Scott has been active in qualitative research—business and academic—for over 30 years. He founded Heads Up! Research in 2001. Before this (1992-2001) he served as General Manager of the New York office of the B/R/S Group, a leading California-based qualitative research consultancy. He also spent time on the research supplier side—Research International and Ted Dunn Research Associates, from 1986-88—and working in advertising agency research (BBDO New York, DMB&B New York) starting in 1979. At the beginning, he taught college-level Psychology (University of South Dakota, 1976-79). He earned his Ph.D. in Man-Environment Relations at Penn State University in 1976.

Annie Hillinger

Annie graduated from Carleton College with a joint degree in Sociology/Anthropology in 2000. After relocating back to her native NYC, she started her career in advertising, working at publishing advertising agency Spier New York in a variety of roles, including account management, new business, and online research. At Mad Logic, the qualitative research division of Mad Dogs and Englishmen, Annie’s immersion and interest in Qual began, and continues to this day.

Annie has been a full partner at Heads Up! since 2007, during which time she’s spearheaded 20+ studies per year for the firm’s roster of multinational clients.

Annie lives with her husband and son in Brooklyn, NY—where she runs, reads, and cooks—when she’s not shopping or updating the fashion/style blog (<http://threadmettle.com/>) that she’s maintained since 2005.

* Condense Companies & Brands into 1 tab: Clients
* Find logos for Clients section
* Add ‘online’ to services