



Glen Voycey

P R I N C I P A L

Glen Voycey is a qualitative research expert specializing in qualitative, ethnographic and experiential methods in the automotive sector.

Before teaming up with the other Principals of 7th Sense, Glen was an independent qualitative research and a Vice President of Market Research at Goldfarb Consulting focusing on automotive research.

METHODOLOGICAL EXPERTISE

Glen's focus is getting deep inside the lives of people using a variety of projective and enabling techniques and methods. His goal is to understand the person behind the consumer and to use these insights to influence automotive product and communication development.

He has comprehensive experience in all qualitative disciplines including:

- » Discussion groups
- » One-on-ones, dyads, couple interviews, triads
- » Ethnographic and 'in-situ' interviews

Glen also uses a variety of enabling and projective techniques to facilitate consumer responses. A sample of frequently used techniques include:

- » Storytelling
- » Collage
- » Personification
- » Perceptual mapping

Glen regularly conducts over 200 automotive groups and interviews per year in the USA and Canada.

AUTOMOTIVE EXPERIENCE

Glen has over 12 years experience as a qualitative researcher and has conducted automotive research studies in the areas of:

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|--|----------------------------|
| » Advanced Product (design, package, drive) | » Product Positioning |
| » Product Refinement | » Consumer understanding |
| » Exterior Styling | » Website design |
| » Interior styling | » Drive assessment |
| » Interior Functionality | » Direct Mail |
| » New Function and Feature Ideas | » Dealership Communication |
| » Consumer Product Insight | » Accessories |
| » Consumer Communication Insight (Television, print, internet, brochures, tagline) | » Service Program |
| | » Financial services |
| | » Vehicle Nomenclature |



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AUTOMOTIVE EXPERIENCE

(continued)

Glen regularly conducts research in the following vehicle segments:

- » Economy car
- » Sub compact car
- » Small car
- » Mid size car
- » Full size car
- » Premium car
- » Luxury car
- » Compact SUV
- » Mid-size SUV
- » Full-size SUV
- » Luxury SUV
- » Hybrid SUV
- » Minivan
- » Compact Pick-up truck
- » Mid-size Pick-up truck
- » Full-size Pick-up truck
- » Luxury Pick-up truck

PROFESSIONAL CONTRIBUTIONS

- » Speaker at the 'How to drive your brand offline and online' conference in Toronto (1998).
- » Author of an article on conducting children's research in Marketing Magazine (1999).
- » Speaker at the 'Innovative Guerrilla Marketing Strategies' conference in Toronto.
- » Speaker at the Advertising, the Law and Ethics conference in Toronto (2000).
- » Guest lecturer at Seneca College in Toronto on Qualitative Methods (1999 – 2002).
- » Led Procter & Gamble Canada Brand teams through a series of Ethnographic training exercises aimed at changing their approach to qualitative research as part of the Lights, Camera, Action initiative (2000).
- » Presenter at the QCRA conference in New Orleans on video technology in qualitative research (2003).

WORK IN TYPICAL YEAR

(approximate numbers)

- | | |
|--|-----|
| » Product Related Groups | 64 |
| » Communications / Positioning / Target Development Groups | 62 |
| » One-On-Ones Product and Communications | 80 |
| » Ethnographic In-Home Interviews | 110 |
| » Other Industries | 24 |

ACADEMIC BACKGROUND

Glen holds an Honors B.Sc. in Psychology from the University of Toronto and an M.A. from Carleton University in Public Administration, specializing in health policy. He has also studied qualitative research at RIVA, in Bethesda, Maryland.

PROFESSIONAL MEMBERSHIPS

Glen is a member of the Qualitative Research Consultants Association (QRCA).