

# Meet The Team



**Ethan Frank**  
Director, Field Services & Client  
Relations

As Olson Research's Field Services Director, Ethan oversees all fieldwork, as well as engaging with clients to effectively scope and formulate fieldwork design. Ethan works closely with Project Management teams to ensure that studies are progressing effectively and quickly, providing the critical data that each unique client requires.

## **What do you find most rewarding in your role?**

When all the aspects of a project come together, it is rewarding to find the parameters we agreed upon during the bidding process were accurate, and that we were able to provide superior client service and deliverables. With these win-win outcomes, our clients experience a smooth fieldwork phase for their projects with quality data delivered on schedule, and our internal team members feel rewarded and a strong sense of accomplishment. This really encapsulates what I am striving for in my role and what we are striving for as a company.

## **Describe your tenure at Olson Research Group.**

March 2016 will mark my 10th year at Olson Research. I began as a Project Manager, and then transitioned to our West Coast office as a Senior Project Manager. I have since moved back to the East Coast, where after serving as a Research Analyst, I have transitioned into my current role.

## **What is your best piece of advice for a new Olson Research client?**

With 20 years of experience in the market research industry and a consistently high client retention rate, we have developed efficiencies that result in optimal outcomes for our clients. While we might operate a bit differently than new clients are accustomed, the requests that we have of our clients, whether it be working with us to help facilitate a specific process, or how we prefer the format of study materials, will benefit the project in the end.

## **What is your best piece of advice for a longtime Olson Research client?**

Continue to challenge us – it only helps us to improve as an organization.

## **When I am not working, I like to...**

Spend time with my family – my wife and two young children. Weekdays tend to be rather hectic balancing work, school, and other extra circular activities, so on weekends it is great to spend downtime taking family trips and creating new memories for our children. I am also a huge sports fan, particularly college basketball and football, soccer, and boxing. I also love music, especially live music (though I don't have as much time for that now), and have been called a "beer nerd" on more than one occasion.

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