Meet The Team

As the key liaison between our Programming and Field Services teams, Laura serves an integral role in ensuring projects are assigned to an appropriate Olson Research programming team. Working closely with our Field Services department, Laura matches our technical capabilities with each unique project need, drawing heavily on her long tenure in both ORG's Project Management and Quality Control departments.

Laura Tomasello
Group Manager, Operations

What do you find most rewarding in your role?

We have an innovative and talented team. They deliver fast, accurate and creative solutions to our clients on a regular basis. When a client requests something customized, the group becomes excited about creating something new, and their enthusiasm is infectious! It is extremely rewarding for me to watch them collaborate, create and then share their solution with the client.

How has your tenure at Olson Research prepared you for your current role?

I'm lucky to have been at Olson for ten years now, and I regularly rely on my project management and quality control background. In Quality Control, I worked closely with the survey and data, while in Project Management, I focused on communication with clients and internal teams. This combined experience gives me a unique opportunity to maximize our capabilities, make effective decisions, and troubleshoot problems as they arise.

Describe how you work with the Field Services department to set up projects for success.

Each client and project is unique, so I begin working with the Field Services department as soon as the project arrives to assess a survey's overall needs and estimate the hours it will take to deliver that initial link. Once a programming team is assigned, we'll continue to work together on resourcing and special requests that might come up during the programming cycle.

What is your best piece of advice for an Olson Research client?

Our clients are looking for rapid turnaround and complete accuracy. With this in mind, I have a couple of logistical suggestions: 1) Design your survey's logic to account for all of the various possibilities--the more specific the better. This will prevent unnecessary clarifications between you and the programming team; 2) Once programming has been initiated, highlight any subsequent changes you need made in the survey document so that edits can be made efficiently.

What would people be surprised to learn about you?

People who don't know me might not realize that I am a cancer survivor, going on six months now! Working in pharmaceutical marketing research makes me feel like I am giving back in some small way.

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

I like to make invitations and greeting cards, anything customized or out of the ordinary. I also love spending time with my dog Calvin, who also happens to love paper!