

# Meet The Team



**Ryan McDonald**  
Key Account Manager

Ryan manages day-to-day client interaction, assisting in providing feasibility, pricing and methodology guidance for new project engagements, as well as working to continually assess client relationships in order to provide the best customer service and efficiency on each research project.

With a strong background in healthcare client-facing roles, Ryan's ability to understand client needs and recommend creative solutions contributes to the strength of Olson's client partnerships.

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

The most rewarding part of my job is being able to use my experience to help clients identify and avoid potential issues. Our clients are usually trying to juggle many things at once so I love being able to make recommendations and set up a project so that it fields seamlessly. Additionally, I can make these recommendations with great confidence knowing that we have a programming team that can handle the most complex of surveys, a field services team that constantly exceeds the highest expectations and a database of over 2.4 million US healthcare professionals.

## Describe how you work with the fielding department to set projects up for success.

Our project management staff is second to none and their effectiveness is apparent from the setup phase. Shortly after a project is awarded, we have an internal meeting to discuss the details of the engagement. This ensures that the fielding department and programming team have a full understanding of the study's objectives. We then schedule a kickoff call with the client. Because we have already had a meeting internally, there is no need for the client to again outline the specifications. The meeting is very focused and efficient with any remaining questions being answered.

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

Please think of the members of the Olson team as your trusted market research advisors. We pride ourselves on the quality that we offer to our clients, so my advice would be to utilize our wealth of market research experience. Whether you need us to recommend a sample size, determine the right target group or need assistance in formatting screener questions, we are always available.

## What do you think surprises clients most about Olson Research?

It is not a surprise to those who are familiar with Olson, but new clients are often surprised by the attentiveness and responsiveness of our field services team. Our clients are always abreast of the latest recruitment totals and other study updates. Additionally, because our project managers have an average tenure at Olson of 8 years, they are able to identify issues before they become a problem. This is especially helpful on those really challenging recruits.

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

In my free time I love to golf and go down the shore ("go to the beach" for those not from the Philadelphia area). If you are reading this and need someone to round out your next golf foursome, give me a call anytime!

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