

# Meet The Team



**Jenna Skorupa**  
Manager of Field Services, Quantitative

As Manager of Field Services – Quantitative, Jenna manages our team of quantitative project managers and oversees all quantitative fieldwork.

With a decade plus of experience working closely with clients, Jenna has worked to help develop Olson Research's best practices and processes which enable us to deliver the accurate and timely data on which our clients rely.

By holding herself and her team to high standards for client service, quality, and clear communication, Jenna ensures that we continue to build long-lasting client relationships.

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

While our client services team does a great job during the bidding phase to understand client's specific needs, each project is unique and it is not always possible for our clients or for us to have a clear understanding of all project dynamics until it gets underway. Our teams do an amazing job of coming together, brainstorming, developing and executing the best strategy to meet our client's needs. I love problem solving and I love working with people, so when those two things come together to make a challenging project successful and our clients happy, I find that most rewarding.

## Describe the function of the quantitative services department and your role within it.

The quantitative field services department sits at the center of all the action. Our project managers work with all internal departments (client services, programming, quality control, etc.) and work directly with clients to ensure that we're able to most effectively meet client needs and goals at every stage of the project life cycle. As manager, I work closely with project managers to make sure they have the support and resources they need to make each client engagement successful. I also work to ensure our that we are able to remain a trusted partner for our clients, especially on their most important or most challenging work.

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

My best piece of advice to a new client is twofold: 1) Feel comfortable communicating your specific needs and expectations, and 2) Let us sweat the fieldwork! As an early pioneer in online marketing research, we have over 23 years of experience under our belts, and our project managers have an average of 9 years of experience in quantitative fieldwork. We have optimized our processes to ensure quality and expediency. By communicating your needs throughout, we will guide you through the fieldwork process so that you can be free to focus on other aspects of the research that require your attention.

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

I think clients are surprised by our high employee retention rate because it's an anomaly in the industry. Our CEO and founders recognized early on that employee satisfaction and client satisfaction go hand in hand. With satisfaction embedded at the roots of our organization, it has always been a predominant force of our company culture. As a result, despite the high demands of our industry, we continue to retain dedicated talent. Subsequently, I think the fact that our clients work with such experienced and tenured teams, who show this same commitment to their satisfaction, keeps them coming back. It's the circle of satisfaction, if you will!

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

Think about food. I'm partially joking, but mostly not! Food often sits at the center of all my favorite experiences – whether it's making old family recipes with my Mom and Gram (grandmother), spending time with friends at a potluck or restaurant, trying new local cuisines during travels, watching Top Chef or Chef's Table on TV, reading cookbooks (new favorite = Salt Fat Acid Heat), or simply going to the local market and cooking dinner at home with my wife. When I am not working, I am likely doing something where food is involved to some degree.

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