

Meet The Team



Tricia Kerins
Executive Vice President, Systems & Operations

Describe how what you do fits into Olson Research's goal of exceeding client expectations.

As Executive VP of Systems and Operations, I am called upon to ensure our overall processes and workflows are aligned to allow us to best support our client base.

For example, our internal project management system automates as many of the processes as possible and leads to the most efficient practices. In addition, the historical information is gathered and stored for all to access and refer back upon. When faced with challenges or determining how to approach new work, we call upon this repository and use it to either correct and improve or replicate when proven successful.

By constantly gathering and reviewing this data, we bring to the table unsurpassed knowledge and offer clients a collaborative approach in an ever changing climate.

What do you find most rewarding in your role?

There are many rewarding aspects with my role, but the one that is probably the most rewarding is being able to solve an operational problem with a systematic approach, one that involves as little manual effort as possible. I enjoy listening to my colleague's feedback regarding various processes we have in place and then coming up with a solution that automates the manual processes. Developing these workflows can be challenging since there are usually many facets that need to be considered, but I find it rewarding because you really get to understand the reason behind each process and the ultimate desired outcome.

In your opinion, what is Olson Research's most valuable quality?

Olson Research's most valuable quality is its people. I know a lot of companies would probably say that, but we truly do have remarkable, loyal and just all out good employees here. From our receptionists to our field services, to our business development, to our finance group: everyone is always willing to help each other out regardless of the title and/or position. There is no need to micromanage here as we are confident that everyone always has the company's best interests at heart and consistently goes above and beyond what is expected of them.

What do you think surprises clients most about Olson Research?

I think clients would be most surprised about the tenure of most of our employees here. Having been in business for 24 years, we have seen some employees come and go, but most stay. I myself have been here for almost 19 years, and I am not even the most tenured. In an industry that attracts many young, new college graduates, you would think that we would be used as a stepping stone for other endeavors. But once someone gets brought into the Olson family, they tend to stick around for a very long time, which I think is unusual for this industry.

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When I'm not working, I like to spend time with my family. Family time builds confidence, teaches children about interacting with others, and creates wonderful memories that last a lifetime. It's so easy to get wrapped up in what needs to get done that we sometimes just have to take a step back and enjoy every minute we spend together. One day our children will have children of their own, and our hope is that they remember how important it is to make time for one another.

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