



Michelle Soto Joins Olson Research

Michelle Soto

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Olson Research is excited to announce that healthcare marketing research veteran Michelle Soto has joined Olson Research as Senior Vice President, Research Solutions.

Michelle brings with her a wealth of industry knowledge, and is an expert in all facets of qualitative and quantitative research design and execution. As a RIVA trained moderator, Michelle is known for her innovative and multi-modal approach to qualitative engagements. On the quantitative side, Michelle's expertise includes pairing creative solutions to methods such as segmentation with robust insight generation.

Combining her deep knowledge of the healthcare system and current trends with Michelle's wide range of experience across the product lifecycle will enable Olson Research to further expand its full-service research offerings to our valued clients.

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