

## JAMES J. PARTNER

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### PROFILE

Seasoned executive with a comprehensive perspective on business development-related marketing issues facing many of today's consumer product companies. Using proven marketing research methodologies to build solid foundations for brands, enhanced/efficient marketing efforts, and measurement to monitor ROI.

### EXPERIENCE

#### **VIRTUAL RESEARCH, LLC, Skippack Village, PA**

2020 – today

Started at the request of several long-term clients, Virtual Research operates under [www.virtualresearch.us](http://www.virtualresearch.us). I am able to provide a comprehensive suite of marketing research methodologies, including focus groups and in-depth interviews, as well as traditional quantitative research methodologies including concept tests, product tests, communication studies, tracking studies, and innovation assignments.

For clients in the “start-up phase,” I also provide POS updates (e.g. Monthly Toplines) to assess competitive threats and monitor marketing spends for businesses operating in traditional and non-traditional channels.

#### **SAINT JOSEPH'S UNIVERSITY, HAUB SCHOOL OF BUSINESS, Philadelphia, PA**

2015 – today

Recruited by the Department Chair of the Food Marketing Department, to join the staff as an **Adjunct Professor** on the basis of my experience in the food industry. At SJU, I teach Marketing Research for the Food Industry (FMK301/722), Consumer and Customer Behavior (FMK304), and International Marketing (FMK302) for both undergraduates and graduate students (Marketing Research for the Food Industry) based on department need.

In FMK301/722, students are challenged with a semester-long assignment where they are required to use Secondary Research, Syndicated Research, Qualitative Research, and Quantitative Research to address a real-world challenge for a brand currently hitting headwinds.

**NOTE:** In November 2022, I became a published author with the release of Food Marketing Research: A student guide, v 2.0. Co-authored with Dr. John Stanton, Department Chair of Food Marketing at Saint Joseph's University's Haub School, this is the textbook we'll be using in the business school for classes related to marketing research, food marketing, and the overview classes.

#### **BERKS – LAUNCHBOX ~ PENN STATE UNIVERSITY, Reading, PA**

2022 -- today

During a hiatus from SJU in 2022, I was asked to join the Berks-LaunchBox underwritten by Penn State University. As an Advisor to entrepreneurs in Reading, PA, a socio-economically challenged market, I help guide “early phase” marketing research and strategic planning for business concepts. At the end of the course, Teams compete for “seed monies” to further their businesses.

Fascinating to watch the enthusiasm of these entrepreneurs as they fine-tune their ideas into so much more than they originally envisioned!

**THE PARTNER COMPANY, LLC, Skippack Village, PA**  
2014 – 2019

A marketing agency where Teams of recent SJU grads were given the opportunity to work with regional CPG companies. Projects included the analysis of syndicated data for clients who were unable to allocate internal resources; providing an assessment of small/mid-sized businesses for acquisition for firms looking to “buy rather than build”; and working major trade-show booths for clients needing a more sophisticated sell.

**RESEARCH FOR MANAGEMENT, INC., Skippack Village, PA**  
2001 – 2014

Solo-practice where I operated as a cost-effective “outsourced Research Director” for a limited number of regional food companies in the protein-space.

*NOTE: During this time, I became primary care-giver for my mother, who was experiencing serious decline to her health. As her POA, I was occupied with the disposition of the contents of her home in North Jersey as well as the sale of her home, and her medical care/requirements prior to her death in 2013.*

**VILLAGE MARKETING, INC., Skippack Village, PA**  
1990 – 2001

Headed a Team of 13 Marketing and Marketing Research professionals and staff – working on a variety of business categories including retail food, HBA, food service, e-commerce, B2B and B2C, entertainment, technology, pharma and OTC, financial services and insurance – where we used traditional/proven marketing research approaches to reduce risk and guide success for our clients.

**CAMPBELL SOUP COMPANY, Camden, NJ**  
**Corporate/Group Research Manager, 1988 – 1990**  
**Brand Manager – Franco American Pasta, 1987**  
**Sr./Research Manager, 1985 – 1986**  
**Research Analyst, 1983 – 1985**

During my seven years at CSC, I learned consumer research working on each of the major business sectors (e.g. frozen foods, soup, canned pasta, Italian sauces, innovative refrigerated foods – Today’s Taste, the Hispanic business in Puerto Rico, and Godiva fine chocolates.) As Group Research Manager, I led a Team of research professionals (including syndicated experts) working on a collection of brands in the Campbell’s portfolio. Also established the marketing research function for several business units that had been recently acquired.

**EDUCATION**

**Arizona State University, Tempe, AZ**  
B.S. in General Business, 1977

**PERSONAL**

Married Father of three grown/married children; grandfather of five!  
Families in Costa Mesa, CA; Toronto, ON; Denver, CO