

Peer Insight is a boutique innovation strategy consulting firm that helps world-class organizations create new avenues of growth. We generate innovation breakthroughs by leveraging the analytics of traditional business strategy, as well as methods more commonly associated with design. Our client list includes some of the world's best-known Fortune 500 companies, such as P&G, UPS, and HP, as well as forward-thinking national governments, like Taiwan and Ireland. Think of us as a hybrid between a design firm (reach for the sky, think visually and have fun!) and a strategy firm (be practical, create proof and achieve a great outcome for our clients and ourselves!).

We are currently looking for a mid-career Qualitative Research Director for our Washington, DC office. This person will be charged with scoping and delivering qualitative research for design thinking-type engagements across a variety of industries, including healthcare and IT.

The applicant can choose to work on a contractual basis or apply for a full-time position.

#### Key Responsibilities include:

- Lead research engagements for a variety of new product, service, and experience-related projects
- Design and implement all types of qualitative research studies, including ethnographies, one-on-one interviews, and focus groups
- Coordinate and provide advice on all aspects of ongoing qualitative studies, including discussion guide and participatory design protocol creation, screener development, participant recruitment, research moderating, and insight generation
- Facilitate ideations and concept development workshops
- Support prototype research and testing of potential innovation concepts
- Create and deliver presentations of qualitative research results to senior executives
- Contribute to development of new intellectual property related to qualitative research

#### Qualifications

- BA/BS in Design, Cultural Anthropology, Market Research or related field; Master's strongly preferred
- 7+ years of overall work experience doing design, new product development, human factors, or innovation-related research
- 5+ years of experience in client services environment (e.g. consulting, market research firm, design agency, branding/ad agency)
- Must have experience in healthcare-related research with practitioners, patients, and decisionmakers
- Preference for applicants who also have B2B research experience

To respond to this position, please send your cover letter, resume, and a couple of recent work examples to [careers@peerinsight.com](mailto:careers@peerinsight.com). Learn more about us at [www.peerinsight.com](http://www.peerinsight.com).