

## Access to Experts



**Larry Friedman**  
Chief Research Officer  
TNS

Larry Friedman has nearly 30 years of experience in research, and has worked on both the client and research company sides of market research. He has been the main developer of TNS' models of Brand Equity and Engagement. He consults extensively with senior level client executives on the business implications of their research. He also publishes widely, and speaks before numerous industry forums, including ARF, IIR and ESOMAR conferences. He is a winner of a 2009 ARF "Great Mind in Innovation" Award. Larry's market research experience began at General Foods Corporation. Since then he has worked in numerous categories, including FMCG, financial services, pharmaceuticals (OTC and Rx), IT, telecomm, automotive and others. He has considerable experience in a wide variety of research, including brand equity research, communications research, customer satisfaction research, pricing research, strategic/segmentation studies, tracking research and new product development. Larry received his Ph.D. in Social Psychology from Columbia University.

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