

# Gregory J. Kohs

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## Overview

Gregory Kohs is a **market research executive** with both vendor-side and client-side experience utilizing quantitative, qualitative, and user-experience research techniques. His research skills have assisted businesses in protecting and growing revenues, producing actionable operational plans, and introducing new products to market. He has served as an expert witness in civil litigation related to consumer surveys. He has successfully executed pivotal work related to brand equity, customer satisfaction, strategic product planning, pricing optimization, product bundling, advertising tracking, name testing, feature prioritization, and public relations. Throughout his career, he has overseen over 1,600 research projects, surveyed well over 1 million respondents, and conducted many hundreds of focus groups and in-depth interviews.

## Experience

2020–Present      **Research Biz, LLC**      Jensen Beach, FL  
*Founder and Managing Member*

- Operation and strategic direction of a consultancy specializing in market research, brand positioning, and expert testimony related to market research. Research Biz promises that organizations can obtain high-quality research services without the inflated price tag that large suppliers affix to work. Executing web-based surveys, in-depth qualitative interviews, virtual focus groups, data analysis, and report writing for both consumer- and business-oriented clients. Launched Phrase Database, a large compendium of searchable corporate mottos and product slogans and taglines.

2020      **SSRS**      Glen Mills, PA  
*Director, Sports Poll Deliverables & Data Management*

- Led the conversion and consolidation of a decades-old sports and leisure survey from two different platforms (web and telephone) to one unified platform for seamless data collection and analysis. Designed a complete modernization plan and bespoke solution for client data access and report delivery for a team “stuck” in 1990s-era formats.

2012–2019      **Comcast Business**      Philadelphia, PA  
*Director, Market Research*

- Grew and led a five-person market research team for headquarters, designing and executing research projects with primary data collection methods. Managed secondary analyst resources and competitive intelligence capabilities. Oversaw and coordinated detailed briefing packets for our top executives to prepare for “Analyst Day” events with key industry analysts from Forrester, Gartner, IDC, and other leading firms. Aligned budget planning and adherence for nine different groups on behalf of the entire Marketing and Product Management teams. Evaluated spend effectiveness of marketing efforts across media categories. Established three different in-house panels of customers and prospects for cost-effective data collection. Influenced promotional and bundled pricing strategy, making recommendations in support of offers, promotions, and fee policies. Responsible for about 100 research studies and information sources annually, valued at approximately \$5 million.

2007–2012      **Comcast (Xfinity)**      Philadelphia, PA  
*Director, Marketing Research and Planning*

- Guided market research solutions, design, and execution of studies that informed crucial decisions made by the marketing communications, product development, new business, and legal teams. Introduced process for competitive bidding on proposals, as well as standardized measurement scales across the company. Played a key role creating a highly successful 18,000-member panel of Comcast customers who participated in research projects demanding fast turnaround, with no incremental cost to the business stakeholders. Responsible for about 40 research studies annually, valued at approximately \$1 million.

1998–2007            **ICR (International Communications Research)**            Media, PA  
*Vice President, Client Services*

- Through new and repeat business, developed a client portfolio that grew from \$400,000 to \$1.75 million annually. Implemented all facets of full-service marketing research for a variety of major clients in the public relations, media, financial services, and information technology industries. Responsible for the project direction activities and career development of my client services team (3 managers).

1996–1998            **Research Works**            Wilmington, DE  
*Research Manager*

- Worked as the company owner’s “right hand man”, helping clients create and refine effective communications and advertising. Delivered client and project management, which entailed generating sales and proposal writing, designing research approaches, creating survey instruments, monitoring field work, conducting depth interviews, data control and analysis, implementing geographic analysis, and report writing.

1991–1996            **Data & Management Counsel**            Chadds Ford, PA  
*Project Director*

- Coordinated full-service marketing research projects, which included questionnaire development, survey administration, data control and analysis, choice modeling programming, graphics, report writing, and client management.

**Education**

1990–1994            **Temple University**            Philadelphia, PA

- ABD toward PhD in History with minor in Geography (quantitative methods)
- MA in History awarded in 1993
- Two years under Russell Conwell Fellowship (full tuition, plus annual stipend)

1986–1990            **Emory University**            Atlanta, GA

- Bachelor's Degree, magna cum laude in History
- Four years under Dean’s Scholarship (half tuition)

**Other Notes**

**Expert testimony** in *Kewazinga Corp. v. Google LLC* (2022-2024)

**Co-Author** of report published in peer-reviewed *Journal of Roentgenology*

**Television appearances** as expert, on G4TV “Attack of the Show” and Sinclair Networks “Full Measure”

**Member, Lecturer, and Treasurer** with Florida Public Relations Association

**Past Communications Chair & Treasurer** of PTA, Jensen Beach High School

**Communications volunteer** at United States Sailing Center of Martin County

## Case studies

**Community Health Needs assessment:** A statewide hospital system sought county-by-county feedback from civic, religious, and non-profit stakeholders about the most urgent healthcare concerns facing their cities and towns. Executing half-hour interviews with 65 influencers painted a clear picture, with universal themes prevailing across all counties, but with distinct specific concerns brought up in particular counties, too. Everyone on the client side was kept abreast of interview progress with a shared platform noting refusals, postponements, no-shows, and completed discussions.

**Sports Gaming App test:** A start-up group sought authentic user-tested feedback about a new mobile app. Using social media, we recruited sports fans to commit to a 45-minute interview, where they would react to a demo of the app and provide constructive feedback to improve the game. Our “sizzle reel” of video clips was so persuasive, the client included it in every meeting with venture investors!

**Property Management Service exploration:** A tech-forward firm supporting private real estate investors was poised to become the largest buyer of single-family rental homes. The company turned to me to learn what makes private single- and multi-property landlords really tick. The client discovered three shared characteristics of this segment: self-reliance, cost-consciousness, and a desire for things to go smoothly. The final report organized all of the findings into eleven distinct thematic categories, with one of them focusing on the important discovery of a key cut-off between not having a need, and having a need, for management services. We also captured the stories of several “nightmare tenants” that in turn fed marketing messaging efforts.

**Diminishing Sales Closure research:** A business software company sought to better understand the drivers behind prospects’ decisions that were generating “No Purchase Made” dispositions in the sales pipeline. Through an internal discovery phase and in-depth interviews with lost prospects, we enabled the client to refine its value proposition. For example, many of the sales prospects said that they could not justify the added time it would take to learn a new platform. This led to an initiative to case study successful client companies who had this same fear, but then realized that the operational improvements after implementation did make the time investment worthwhile.

**Investor Client Satisfaction platform:** A registered investment advisor team with over 2,000 clients struggled with internal management and execution of an annual satisfaction survey that didn’t track individual respondent-level participation. The firm sought my assistance in moving the questionnaire to a more robust web survey platform that did monitor each customer’s progress and answers. We shifted to a staggered sampling cadence, so that every customer would experience one survey touchpoint per year, but on a quarterly rotation. Investment advisors could now more speedily address their clients’ concerns.

**Market Expansion survey:** A multi-state provider of residential and small business premises security alarm and fire safety systems was eager to expand to more states and to transition to larger commercial opportunities with business prospects having 50 to 500 employees. I orchestrated a web survey that screened nearly 3,000 potential respondents across three different sample sources, to find 460 who qualified for the subject matter. The findings clearly laid out different approaches for the alarm company to consider for several different easily-defined segments. A max-diff technique assertively revealed a winning new slogan and the most persuasive product messages multiple fields of several candidate texts.

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