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August 22nd 2017: The Scoop on Market Research

Join the conversation this week on everything market research! Sima and Lenny Murphy, a thought leader in the market research space, will be having an in-depth discussion about market research today and what the future might hold.

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Featured Guest



Lenny Murphy

Leonard "Lenny" Murphy has been in the Market Research industry for close to 20 years in various senior level roles, most notably as CEO of full service agency Rockhopper Research, CEO of tech-driven start-up BrandScan360, and Senior Partner of strategic consultancy Gen2 Advisors.

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