



Summary

Howdy! I'm Graeme. I find stories in data, explore nuance in complex contexts, and develop insights that move brands forward. For 6+ years, I've designed and led mixed-methods market and brand research for global brands. I'm a creative and strategic thinker who thrives as a thought partner to curious, ambitious teams. A researcher turned filmmaker, I bring a storyteller's eye to multidisciplinary research, connecting perspectives and building narratives that influence decisions, earn buy-in, and guide strategy.

Experience

* Strategic Insights Researcher, Mixed-Methods 2021-Present

LANDOR World-leading Brand Specialists

Research Leadership: Design, lead, and manage end-to-end, mixed-methods, multi-market research programs for global clients, including Amazon, Samsung, Zoom, Johnson & Johnson, Lilly, Ford, Lincoln, Embraer, BNP Paribas, CoreWeave, and others.

Strategic Research Design: Design quantitative and qualitative studies grounded in brand and business context, ensuring research addresses the right questions and delivers relevant, useful insights.

Brand Equity & Health Tracking Specialist: Design research to measure brand equity and perception, understand the drivers of brand value, and inform stronger brand strategy, storytelling, and experiences.

Insights Storytelling & Strategic POVs: Connect the dots across consumer, cultural, category, and competitive landscapes to develop compelling, insights-led narratives and strategic points of view that help clients make confident strategic choices.

Strategic Partnership with Senior Clients: Build strong relationships with senior clients by deeply understanding their challenges, thinking alongside them, and co-creating solutions that add value. Known for strong executive presentations and workshop facilitation.

Cross-Functional Collaboration: Actively seek collaboration and thought partnership across strategy, design, creative, and client teams to bring different perspectives together and deliver the best possible work.

Research Innovation: Continuously look for ways to improve our research offering, develop new methods, and elevate the respondent experience — all in service of better data quality and stronger insights.

* Insights Researcher, Mixed-Methods 2020-2021

Majid Khoury Market Research

* Insights Researcher, Qualitative 2020

Wild Alchemy Insights

Freelance

* Brand Strategy Intern 2020

Handmade Insights + Strategy

Freelance

Skills

Mixed-Methods Study Design · Expert Qualitative Moderation · Brand Equity Tracking · Concept Testing/Validation · Distinctive Asset Testing · Consumer, Cultural, Competitive & Category Insights · Positioning & Value Propositions · Portfolio Strategy · Film-making · Insights Storytelling

Education

Bachelor of Commerce, Major in Marketing Studies

Concordia University, John Molson School of Business, Montreal

Personal

Documentary Filmmaker · Graphic & Product Design Enthusiast · Hospitality Geek · 2x Marathon Runner · 160-Mile Death Ride Cycling Race Finisher · Surfer across 8 Countries · 10-Day Silent Vipassana Meditation Retreat Sitter · Former Four Seasons Concierge