

John Willard, MA

Lead Researcher/Analyst



John has spent his career in leadership roles in Consumer Insights/Market Research at Bayer Consumer Health and American Express, after starting on the advertising agency side with Publicis (formerly DMB&B).

During his corporate career, John created and led training sessions on Marketing Excellence, Insights Development, Market Research for Marketers, and Coaching and Developing Others. He has also lectured on marketing and marketing research at the University of Virginia, Columbia University, and NYU.

Prior to his market research career, John taught writing courses at Rutgers University. He played a central role in launching the first Scientific and Technical Writing course at Rutgers, providing advanced level writing instruction to aspiring scientists, engineers, and architects.

John holds an MA in Literature from Rutgers University and BA with Distinction from the University of Virginia.

