

DEAN SCOTT STEPHENS

Los Angeles, CA 90019

Home: 323.413.2209, Mobile: 323.314.6529

deanscottstephens@gmail.com or dean@happytalkresearch.com

EMPLOYMENT HISTORY

12/19 – Present Happy Talk Research, Los Angeles, CA
MODERATOR, RESEARCHER, STRATEGIST, OWNER

Please see Page 3 for a detailed list of clients, industries, customers/targets, methodologies, and types of research I've conducted and managed

After honing my research skills over many years, I ventured out on my own and created Happy Talk Research (www.HappyTalkResearch.com). I launched my own research firm just as the COVID-19 global pandemic erupted. Fortunately, I've developed new and lasting relationships with clients and vendors who have entrusted their research needs to me as they know my number one priority is to provide effective and actionable insights from which they can optimize the development of their products, services, and brand/product communications.

2/10 – 12/19 DIALOGUE, Inc., Los Angeles, CA
MODERATOR, DIRECTOR OF STRATEGY

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My experience in the ad agency world provided me several skills that translated well in consumer insights, market research, and strategy. I understood how market research is actually used by ad agencies and end clients. My ad agency experience prepared me to work directly with all levels of clients, from junior assistants to C-Suite executives. And now, having spent the past several years talking to consumers, I've become a kind of 'consumer expert' whose skills and knowledge would be valued by ad agencies and end clients.

- **Completed** countless research projects across multiple industries and categories
- **Partnered** with ad agency's Strategic Planners and directly with end clients to develop effective brand, product, and communications strategies that led to increased awareness, perceptions, opinions, sales and revenue
- **Utilized** all forms of in-person, online and hybrid quantitative/qualitative research methodologies
- **Certified** by RIVA Institute in UX / Usability Testing Research
- **Developed and Managed** proprietary consumer panels for clients in the automotive, CPG, and small home appliances categories
- **Developed and Managed** unique, proprietary Behavioral Science methodology to explore consumer media habits/behaviors

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4/07 – 12/09

Fraser Communications, Los Angeles, CA

ACCOUNT DIRECTOR

Accounts: UCLA Anderson School of Management, UCLA Extension, LA County Department of Public Health (HIV/AIDS Division + STD Division), AIDS Healthcare Foundation, Promax Nutrition, EcoDisc Technology AG, Valley Health Systems, Toyota Parts and Services, AHF Pharmacies, Out of the Closet Thriftstores, Greystone Pharmaceuticals

- **Managed** all aspects clients' **marketing communications, advertising, offline/online media**
- **Conducted research** to inform brand communications strategies and product development
- **Developed/executed a marketing plan to increase STD testing** in LA County. **Advertising awareness increased to 87%** in less than 6 months
- **Developed and managed** a HIPAA-compliant **website with home test kit ordering functionality**
- **Developed and managed advertising campaign** that accounted for over 2,500 home test kits ordered in three months. **Resulted in an astonishing 8.7% positive test results** and identified new target with high morbidity rates (<http://www.dontthinkknow.org/>)
- **Developed a series of speaking engagements** to guide and mentor young women-of-color who were interested in succeeding into today's business environment

EDUCATION + AFFILIATIONS

- RIVA-trained/certified in UX / Usability Testing Research
- Current/active member of QRCA (Qualitative Research Consultants Association)
- Arizona State University, Bachelors of Arts, Humanities

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MODERATOR/QUALITATIVE RESEARCH EXPERIENCE

Client Projects

Automotive: Toyota, Lexus, Honda, Acura, Hyundai, VW, Porsche, Waymo (Google), Alternative Fuels

Banking/Finance: Capital One, EastWest Bank, Kinecta FCU, Union Bank

Retail / C-Stores: Target, Lowe's, Home Depot, am/pm, ARCO, Plaid Pantry, 7-11, Circle K

CPG: Colgate, Palmolive, Speed Stick, Lady Speed Stick, Irish Spring, Softsoap

Food/Beverage: Fresh & Easy, Dole Fruits, PUR Filtered Water

Games: Electronic Arts (EA)/SimCity

Gaming: California Lottery, Oregon Lottery, Washington Lottery, Commerce Casino

Government: CA Earthquake Authority, Energy Upgrade California, LA County Department of Public Health: STD + HIV/AIDS Divisions

Healthcare: Talkspace (online mental health therapy), ASAPS (plastic surgery), Aspen Dental, SCAN Health, Kaiser Permanente, InnerG CBD, Greystone Pharmaceuticals, Roche Pharmaceuticals and Diagnostics (MS), LA County Department of Public Health: STD + HIV/AIDS Divisions, AHF (AIDS Healthcare Foundation)

Home Improvement: Lowe's, Home Depot, BEHR Paints, COIT, Masterbrand Cabinets, Nimble Cabinets, Stainmaster Carpets, Shark/Ninja Home Appliances

Liquor/Spirits: M'allegra Tequila

Media/Entertainment: 21st Century Fox, Disney, Phillips, Warner Bros. Home Entertainment

Pets: Halo Dog Food, Milk-Bone, Zoetis Pharmaceuticals

Telecommunications: Verizon Wireless

Technology: Phillips Electronics, Franki App, Amazon.com, Ping Identity, Roche MS App

Travel: Viking River Cruises, Viking Cruises

Miscellaneous categories/clients: Avery, Timex, Cricut, Beachbody Fitness, Legoland, Hyster-Yale Forklifts

Methodologies

In-Person: Focus Groups, Triads, Dyads, IDIs, In-Home Ethnographies, Tension Groups

Online: Online Focus Groups, (OFGs), Webcam Groups, Webcam IDIs, Communities, Panels

Non-Traditional: Telephone IDIs, In-Store Intercepts, Shop-Alongs, Drive-Alongs, Play-Alongs (gaming/casino)

Usability: Websites, Smartphones, Tablets, Apps

Approaches: Behavioral Science, Observational, Biometric measurements, Galvanic Skin Response, hybrid quantitative + qualitative

Target Consumers:

Owners, Loyalists, Defectors, Conquests, Females Only, Males Only, Teens, Children Under 12, Seniors, African Americans, High-Acculturated Hispanics and Asians/Pacific Islanders, Affluent/Luxury

Types of Research:

Product/Strategic/Creative Development, UX/Usability Testing, Brand Health, Ethnographic Media Usage + Behaviors