



**M3 MAGNIFIED
SERIES**

MEET ELSA ANDERSSON

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Meet Elsa Andersson, our chief operating & compliance officer at QQFS. Elsa has been in the market research industry for about 15 years although it is so ingrained in who she is that she affectionately states she has been doing this her whole life.

With aspirations to become medical doctor or a lawyer in her early years, like so many in our field, Elsa did not seek out a career in market research but rather stumbled into it. Following her studies in political science, business administration, and marketing at university, she was chatting with a friend who solicited her to work as a recruiter for a consumer market research agency. She was hooked. Soon after that, she joined Medical Radar in 2003 (later acquired by IMS Health) as a medical interviewer in German. However, her commitment to the industry was solidified in June 2005, when she met Emma Kverh, the founder of QQFS. Her first role with the company involved interviewing Swiss doctors about asthma. Elsa moved into many different roles within the organization learning and expanding her knowledge base.

Not surprisingly, when asked who has had the biggest impact on her professional life, it is without a doubt, Emma, who unfortunately passed away

in 2016. Emma was always a great inspiration to many, including Elsa. She was a pioneer in the field who afforded opportunities for many people and encouraged growth and development. Emma was brave, ambitious and never afraid to take on a new challenge. A true mentor and leader who is missed. One of the more memorable experiences in Elsa's market research career was when Elsa was still moderating herself. Summertime in Sweden means nearly everything is closed. However, a client had an urgent need for a dyad with two KOL urologists. Despite the impossible time of year, the recruit was completed, with a series of unique circumstances. The session must take place on Saturday at 9am, the physicians would pick her up outside of the opera house.... on a sailboat. And, that's how the dyad was completed – sailing down the river from Gothenburg with the KOLs and their families. Once completed, Elsa off was dropped off as they continued their trip to Stockholm.

Very much in line with the standards at M3 Global Research, Elsa feels that QQFS has been able improve the industry with early adoption to compliance, codes of conduct and data protection. In addition, she prides herself on the stand taken to ensure active participation and protecting the panelists by



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encouraging well written screeners and panel care. In a market where the populations are very finite, one cannot afford to alienate anyone and must create positive experiences. Elsa is pleased to see that this approach has proliferated via EphMRA and BHBI and encouraged to see other agencies emphasizing the importance of the respondent experience.

If she could make any improvement in the industry, Elsa would like to see more interactive and engaging surveys for respondents. So many quantitative surveys are just boring for participants and she feels that better data and insight would be gleaned with questionnaires that are more interesting to the respondents.

Wondering how or where to start your career in market research, Elsa recommends starting from the beginning and taking the time to understand and learn a variety of roles. She would suggest you begin with field work and recruiting and doing interviews, then move to project management. Trying a bit of everything before choosing the exact role you want in quantitative and qualitative methodologies will best enable your strengths and passion to shine through.

On the personal front, Elsa is married with a three-year old son. While Elsa's husband has a good understanding of the industry as he is in advertising, her son does not quite grasp her role. He does,

however like to emulate her by pretending he is going to take his bag to go to work, like Elsa does. He tells her he needs to make money. When she asks him why he needs to make money, he tells her it's because he wants to buy meatballs.

So, why does Elsa go to work each day? Because she is enthusiastic about her work. And, to of course to help pay for the meatballs.