



**M3 MAGNIFIED
SERIES**

MEET LINDSAY KIST

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Meet Lindsay Kist, our panel support manager in the US division, who joined M3 Global Research in 2009.

We're yet to find anyone who planned to have a career in market research, and Lindsay is no exception. She fell into the industry when she started a part-time, phone recruitment job after earning her college degree in environmental recreation. After four years, she left that company to join M3 as a project manager.

Lindsay speaks enthusiastically about the changes she's seen over the last eight years at M3, especially in terms of the size of the organisation. She recounts that when she joined there were just four project managers and that there are now more than 20. This is illustrative of the significant growth Lindsay has seen during the same period. She jokes that M3 ages in 'dog years' in terms of the growth of the business, stating that every year feels like five given how much the company achieves.

Lindsay's advice for those interested in a career in market research is to start at the bottom; she believes it's important to get a full understanding

of the different functions within the industry and to see where interests and enthusiasm lie. Through this approach she suggests that it will be clear which part of the industry is the best fit. She sees it as a very organic process and feels that having a holistic understanding of the industry is paramount.

Lindsay laughs when talking about her family's understanding of what she does at work because it's always been a source of jokes as no one really understands what she does, and just assume that it's pharma-related. She typically tells people that when they see a statistic like "6 out of 10 dentists recommend product x" then that has come from market research. In the simplest terms, she would describe her role as sending a lot of emails and talking to a lot of doctors! Given her exposure to both M3's physician and consumer respondents every query is about something different, so every conversation is unique.

If she hadn't pursued a career in market research, Lindsay would have liked to do something entrepreneurial and creative, where she could be her own boss and set her own hours. Lindsay is quite creative outside work, and if she had to swap roles with anyone at M3 it would be someone in

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the marketing department so she could flex those creative muscles. She imagines that she would enjoy seeing what works and what is less effective, and then making appropriate changes to content.

Lindsay talks passionately about her colleague, M3 Global Research VP of Operations, Jessica McCann, who she followed to M3 after meeting as co-workers in her first role. She considers Jessica a fantastic mentor, leader and the reason she joined M3. She enthuses about McCann's strong sense of leadership combined with a very human sensitivity, evoking the very best from her team and really helping them to shine, while ensuring that business priorities are delivered. She particularly appreciates the extent of Jessica's knowledge and her willingness to share that with her colleagues.

One thing that Lindsay is particularly excited about, and has championed at M3, is her idea to introduce charitable giving as an option for respondents receiving compensation for their participation in market research. In fact, her efforts to make this a reality were the foundation for M3 creating M3 Magnified. She talks avidly about how she'd love for our respondents to be able to allocate their compensation in a meaningful way for them, to a charity of their choice. There are so many medical charities that could benefit, both those with broad interest for our physician respondents, and those

that are more specialised, that a respondent might choose because of their clinical interests, or because it's a cause close to their heart.

Legally there are many hurdles and obstacles to bring her full vision to reality, however, in the meantime, she's championing donations to important causes via other channels. Over the last 12 months she's lobbied for different approaches to raise awareness of humanitarian disasters where financial support has been very much needed, with clickable banners linking to sites raising funds for Puerto Rico and Texas amongst others. She advocates using the traffic to our websites and email communications with our respondents to make a real difference.

Lindsay's philanthropic, caring side manifested itself during her college years working as an intern at a nature center where she cared for animals that couldn't be moved or rehomed due to injuries. She spent a lot of her time handling snakes and owls and feeding the deer, which she summarises as 'basically a lot of fur and scales! While we may be lacking in woodland creatures at M3 Global Research, we are thrilled to have such a compassionate member on our team; as the individual responsible for the care of our panel, her particular set of skills are an ideal fit.