



**M3 MAGNIFIED
SERIES**

M E E T

MAYU KENNEDY

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Mayumi “Mayu” Kennedy has been working in the market research industry for four years and has been with M3 Global Research since 2016. Within her time at M3, Mayu has built a reputation for herself in taking on the larger, more challenging studies. Whether it’s for more than 15 countries with five specialty sub-quotas, or it’s large-scale projects that field over multiple months, she has consistently exceeded client expectations.

Despite having this exceptional ability to handle the most challenging projects, Mayu didn’t plan to go into market research as her career. In fact, her aunt likes to tell people a funny story about when Mayu was graduating from Bowdoin College, where she majored in Sociology. People were asking Mayu what she wanted to do and her aunt suggested market research as a career to consider and told her about it. Mayu said she thought that sounded incredibly boring.

After graduating, she went to work for a small advertising company but found she wasn’t enjoying it. She decided to try something different

and took a role as a Project Manager for a market research company. Lo and behold, it wasn’t the horribly boring job she thought it might be and in fact, she ended up really liking it. Considering that she studied Sociology in college, it makes sense that market research would actually turn out to be quite interesting to Mayu.

Since she’s the one who originally suggested this career path, Mayu’s aunt obviously has a good understanding of what Mayu does for a living. Most of Mayu’s other loved ones have a basic understanding after she explains it for about five minutes. Once they understand that while she does work in healthcare she’s not actually a healthcare provider, they learn that she basically collects and organises data, and that she spends much of her day either in Excel or email.

Mayu is definitely on “Team Quant” and wouldn’t feel comfortable getting into the qualitative side of research at this time. While she has a great appreciation for it, she’s an introvert who prefers to stay behind the data and behind the scenes.

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She wouldn't feel comfortable working face-to-face, talking to respondents on a daily basis.

While she is very happy in the quantitative operations area of the business, Mayu does think it would be interesting to try out something in the marketing department sometime.

If she were ever going to seek a whole different career and industry, Mayu would pursue some type of travel-related career so that she could experience as many countries and cultures as possible.

Mayu doesn't really credit any one person as being a mentor to her in her career. Rather, she feels that she's had a collective gathering of professional influence from various team members, as well as from those clients who work more collaboratively. Mayu feels that from every project and experience she gleans more information she will be able to apply in the future, especially with the projects that maybe didn't go as well as usual. While some people have been more impactful than others, she believes she learns a little of something from everyone she works with. In fact, at her previous company, Mayu worked with a very tight team, and she now finds that many of those colleagues are coming to M3.

Because everything M3 does is operating globally, there are always many moving pieces and little things project managers have to do and track. That's why Mayu prides herself on always seeking the most efficient way to do things, and always passes any ideas for streamlining along to her colleagues.

If money and time were no object, the one improvement Mayu would like to see made in the market research industry would be technological advancement, especially in the area of mobile device technology. She feels strongly that mobile compatibility would help improve things for respondents, improving their experience and the researchers' response rates; not to mention the simplicity of gathering data. That's why she believes that catching up the respondent experience to fit in with the respondent lifestyle is the path she would take to improve the industry.

The advice Mayu would give to someone considering a career in market research would depend on which area they were interested in pursuing. If it were in operations or programming, she would warn him or her to not be intimidated. While she admits it sometimes can be a bit complicated in the beginning, you work your way



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into it. If you start in an area where you can use your strongest skillset in an entry-level position, you can pick it up quickly. Once you break it down, it's not as complicated as it might seem at first. It's accessible to everyone. If you can multitask, you can do market research, with 20 studies at once.

Mayu lives in—and works remotely from—Brooklyn, NY, so when she's not at work she is out enjoying life in the city. In New York, there's no end to her options, so you could find her at any given time relaxing in a park, attending concerts, or trying new restaurants - always on the lookout to find the perfect bowl of ramen!