

# Gregory J. Kohs

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## Overview

Gregory Kohs is a **market research executive** with both vendor-side and client-side experience utilizing quantitative, qualitative, and user-experience research techniques. His research skills have assisted businesses in protecting and growing revenues, producing actionable operational plans, and introducing new products to market. He has served as an expert witness in civil litigation related to consumer surveys. He has successfully executed pivotal work related to brand equity, customer satisfaction, strategic product planning, pricing optimization, product bundling, advertising tracking, name testing, feature prioritization, and public relations.

## Experience

2020–Present      **Research Biz, LLC**      Jensen Beach, FL  
*Founder and Managing Member*

- Operation and strategic direction of a consultancy specializing in market research, knowledge management, and brand messaging. Research Biz promises that organizations can obtain high-quality research services without the inflated price tag that large suppliers affix to work. Executing web-based surveys, in-depth qualitative interviews, data analysis, and report writing for both consumer- and business-oriented clients. Launched Phrase Database, a large compendium of searchable corporate mottos and product slogans and taglines.

2020      **SSRS**      Glen Mills, PA  
*Director, Sports Poll Deliverables & Data Management*

- Led the conversion and consolidation of a decades-old sports and leisure survey from two different platforms (web and telephone) to one unified platform for seamless data collection and analysis. Designed a complete modernization plan and bespoke solution for client data access and report delivery for a team “stuck” in 1990s-era formats.

2012–2019      **Comcast Business**      Philadelphia, PA  
*Director, Market Research*

- Grew and led a five-person market research team for headquarters, designing and executing research projects with primary data collection methods. Managed secondary analyst resources and competitive intelligence capabilities. Aligned budget planning and adherence for nine different groups on behalf of the entire Marketing and Product Management teams. Evaluated spend effectiveness of marketing efforts across media categories. Established three different in-house panels of customers and prospects for cost-effective data collection. Influenced promotional and bundled pricing strategy, making recommendations in support of offers, promotions, and fee policies. Responsible for about 100 research studies and information sources annually, valued at approximately \$5 million.

2007–2012      **Comcast (Xfinity)**      Philadelphia, PA  
*Director, Marketing Research and Planning*

- Guided market research solutions, design, and execution of studies that informed crucial decisions made by the marketing communications, product development, new business, and legal teams. Introduced process for competitive bidding on proposals, as well as standardized measurement scales across the company. Played a key role creating a highly successful 18,000-member panel of Comcast customers who participated in research projects demanding fast turnaround, with no incremental cost to the business stakeholders. Responsible for about 40 research studies annually, valued at approximately \$1 million.

1998–2007      **ICR (International Communications Research)**      Media, PA  
*Vice President, Client Services*

- Through new and repeat business, developed a client portfolio that grew from \$400,000 to \$1.75 million annually. Implemented all facets of full-service marketing research for a variety of major clients in the public relations, media, financial services, and information technology industries. Responsible for the project direction activities and career development of my client services team (3 managers).

1996–1998      **Research Works**      Wilmington, DE  
*Research Manager*

- Worked as the company owner’s “right hand man”, helping clients create and refine effective communications and advertising. Delivered client and project management, which entailed generating sales and proposal writing, designing research approaches, creating survey instruments, monitoring field work, conducting depth interviews, data control and analysis, implementing geographic analysis, and report writing.

1991–1996      **Data & Management Counsel**      Chadds Ford, PA  
*Project Director*

- Coordinated full-service marketing research projects, which included questionnaire development, survey administration, data control and analysis, choice modeling programming, graphics, report writing, and client management.

## Education

1990–1994      **Temple University**      Philadelphia, PA

- ABD toward PhD in History with minor in Geography (quantitative methods)
- MA in History awarded in 1993
- Two years under Russell Conwell Fellowship (full tuition, plus annual stipend)

1986–1990      **Emory University**      Atlanta, GA

- Bachelor's Degree, magna cum laude in History
- Four years under Dean’s Scholarship (half tuition)

## Other Notes

**Expert testimony** in *Kewazinga Corp. v. Google LLC* (2022-2024)

**Co-Author** of report published in peer-reviewed *Journal of Roentgenology*

**Television appearances** as expert, on G4TV “Attack of the Show” and Sinclair Networks “Full Measure”

**Member, Lecturer, and Treasurer** with Florida Public Relations Association

**Past Communications Chair & Treasurer** of PTA, Jensen Beach High School

**Communications volunteer** at United States Sailing Center of Martin County