

Lydia Zorn

Partner.

email: lydiaz@insigniaresearch.com

Lydia is one of the most respected professional research consultants in Canada, particularly well known for her strategic thinking and problem solving.

Lydia has over 22 years experience as a business strategist and researcher. She began her career in marketing research at both The Creative Research Group and Thompson-Lightstone. Later, she became National Research Manager and Strategic Planner at both J. Walter Thompson and Chiat Day advertising agencies. In 1990, Lydia formed Insignia Marketing Research Inc.

In retail, she has guided national big box chains and department stores in redesigning their stores to keep up with the evolving marketplace, reshaped flyer and advertising programs to improve ROI, and helped packaged goods manufactures fine tune their retail approach to maximize sales.

In tourism, Lydia has conducted qualitative research worldwide—including Canada, US, UK, Australia, Japan, South Korea and India.

In packaged goods, she has worked in publishing, pharmaceuticals, alcoholic beverages, confectionary and soft drinks.

Ms. Zorn is a member of the Marketing Research and Intelligence Association (MRIA) and The European Research Society (ESOMAR).