

The Link Group is a strategic marketing research consultancy.

We conduct custom qualitative and quantitative marketing research studies (i.e. focus groups, online surveys, ethnography, etc.) for Fortune 500 companies to help them identify marketing opportunities and solutions. We work within a variety of industries with an emphasis on healthcare / pharmaceuticals.

Example research projects:

- **Segmenting the market** – identifying clients' target customers and who they should focus on in their marketing efforts
- **New product development** – testing new product prototypes or concepts with potential customers to understand which products, features, etc. are most compelling
- **Message testing** – evaluating what types of messages are most likely to impact consumer behavior

We are looking for **Associate Project Managers**. APMs **work directly with clients** and have **ownership of projects** from day 1. This position affords the opportunity to work with **big-name Fortune 500 clients** within a **fun and relaxed small business environment**. Research takes place around the globe allowing for **domestic and international travel**.

Come hear a company presentation by The Link Group:

Thursday, September 22nd at 6:00 pm

Virtual Info Session via Zoom. RSVP [here](#) or on ePACK.

Resume Drop is open now
through **Tuesday, September 27th**.

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Hello Research. Meet *Personality*.



Linkers are some of the brightest people you'll ever meet.

Many skip offers from big consulting firms to join our environment of smart, collaborative people who love a challenge and have the independence to meet client needs in ways big and small.

Our clients are industry leaders. Just to name a few:

Chick-fil-a	H&R Block
OtterBox	Eli Lilly
American Eagle	Walgreens
Boehringer Ingelheim	Baxter
TJ Maxx	L'Oreal

We're looking for...

Strategic thinkers who have strong writing and communication abilities, organizational skills, and a fun personality, of course! Sound like you? Drop your resume on **ePACK** or by emailing campusrelations@tlg.com.