



JOY LYNN, INC.
QUALITATIVE RESEARCH

For more information, contact:

Joy Lynn Fields, PRC

Joy Lynn, Inc.

1685 Misty River Run

Roswell, GA 30076 USA

office: +1 770.998.9771

mobile: +1 770.652.2980

email: jlfields@joylynn.com



JOY LYNN FIELDS
Business Biography

Joy Lynn Fields began her career in 1985 as an intern in the Media department of BBDO where she worked largely on the Delta Air Lines account, studying potential Delta markets and analyzing media plans in problem markets. While in college, Joy Lynn also worked as a media buyer and copywriter for a local ad agency.

After graduation in 1986, Joy Lynn took her first full-time advertising job in Atlanta as an Advertising Assistant for one of the early "high-tech" advertising agencies. There, she bought and planned media for the company's primary technology account. She also began copywriting, at the client's request, for ads in technical publications like PC Magazine and PC Tech Journal.

Joy Lynn was shortly recruited away to O'Connell Productions, an audio production house in Atlanta, as Director of Operations. This "fun stint" on the production side gave her the opportunity to utilize her strong music background by writing and producing jingles including various arrangements of the popular "Winning the World Over (Have You Driven a Ford Lately?)" jingle.

In 1988, she became a client when she was offered a position as Director of Advertising & Promotion for Todd Industries, an Atlanta-based safety products start-up company. There, she was responsible for the introductory advertising, promotion and public relations of the company's new line of safety products. Joy Lynn left in 1989 for an opportunity at Pyramid / Frank Lane Ltd, a brand strategy consulting firm, to focus on marketing. It was here under the close tutelage of Frank Lane, ex-president of Neutrogena and author of Killer Brands, that she became a seasoned marketer.

While working on strategic assignments at Pyramid, Joy Lynn realized her natural ability to understand the consumer. She began conducting qualitative research to fill knowledge gaps on the company's most difficult assignments. By being involved directly with the consumer AND the company's strategic assignments, she helped Pyramid bring unique insights to client problems. Within a year of joining Pyramid, she was not only training all of the company's aspiring brand managers, but she had started a separate Research division of the company.

Its first year was a huge success. Year two, research revenues were up 114%. Year three was up 64%. After four full years of operation and the development of several techniques, research had become nearly half of Pyramid's total revenues. In early 1993, Joy Lynn became Pyramid's first Vice President and in 1994, was promoted to Senior Vice President.



Joy Lynn spun off on her own in late 1995 to focus exclusively on qualitative market research and in 2013, Joy Lynn was chosen by Enterprising Women Magazine as one of their 2013 Enterprising Women of the Year. She received a Gold Stevie Award for Women in Business in 2013 as well. Joy Lynn has been featured in numerous national publications, Internet TV and Radio, highlighting her business saavy and strategic mindset.

Today, Joy Lynn is one of the most highly-regarded moderators in the business and she is also viewed as a valued thought partner by her clients. Joy Lynn conducts groups across a broad spectrum of categories, but her expertise is most obvious in low involvement categories, sensitive topics and highly complex or technical subject matter. Because of her strong strategy background, she is frequently brought in to facilitate projects where strategic development and positioning are the focus.

Joy Lynn holds an Expert PRC certification from the Market Research Association. She holds a B.S. in Communications from Florida State University and attended Georgia State University for MBA studies. Joy Lynn has a Certificate in Marketing Strategy from Cornell University and is a graduate of the Tuck WBENC Executive program at Dartmouth. She is currently a member of the Qualitative Research Consultants Association (QRCA), Marketing Research Association, WIT and the Women Presidents' Organization. 2014 marks the 19th anniversary of Joy Lynn, Inc., a WBENC-certified corporation.

When she isn't conducting focus groups, you can find her playing fantasy football, snow skiing, gardening, scuba diving, traveling to exotic destinations, cooking, playing with her Shih-Tzu Ernie or tinkering in the yard of her second home, her grandmother's old home in Griffin, GA.