

**Jason Lathrop**  
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## Experience

**MICROSOFT CORPORATION**  
*Market Research Manager*

Redmond, WA  
2006–Present

- ❖ Oversaw \$1 million dollars in international market research for SQL Server and developer audiences. Chose and managed vendors, interpreted data, and evangelized findings internally.
- ❖ Invited to present findings to vice-president and other executive teams in both engineering and marketing. Personally presented data to multiple, large audiences, drawing on background in formal design and presentation.
- ❖ Business impact included reassignment of engineering resources and approval of a follow-up research wave in seven countries.
- ❖ Effectively led cross-functional teams with representation from marketing, engineering, and market research, achieving consensus from conflicting goals.
- ❖ Tightly managed all projects to schedule, including specification, budget, purchasing approval, localization, fieldwork, and reporting.

**NEW HORIZON TECHNOLOGIES**  
*Senior Consultant*

Missoula, MT  
2003–2006

- ❖ Led market research and strategic consulting projects for technology clients.
- ❖ Used both quantitative and qualitative market research techniques to deliver actionable insights to more than 45 technology clients, focusing on the industrial energy efficiency, renewable energy, and information technology industries.
- ❖ Managed relationships with outside market research vendors, including recruiters and contract analysts. Negotiated scope of work agreements and managed client relationships while research was underway.
- ❖ Led client briefings on research findings and strategic recommendations following delivery of analysis.
- ❖ Reorganized and updated report presentation style, emphasizing tighter prose, formal design standards, and insightful strategic recommendations.

**LEO GIBNEY & ASSOCIATES, LTD.**  
*Principal Interviewer/Analyst*

New York, NY/Missoula, MT  
1998–2003

- ❖ Conducted comprehensive market research engagements for medical manufacturers, including Ethicon, Cordis, Merck, Mitek, GyneCare, and Vistakon.
- ❖ Moderated focus groups and in-depth interviews with physician specialties including interventional cardiologists, plastic surgeons, general practitioners, ER surgeons, and gerontologists.
- ❖ Analyzed and presented findings to end clients.

**MICROSOFT CORPORATION**  
*Producer*

Redmond, WA  
1997–1998

- ❖ Produced Live Expeditions for *Mungo Park*—a first of its kind online adventure travel magazine. Worked in the field with celebrity correspondents reporting live from foreign wilderness destinations, including Martha Stewart in Newfoundland, Lyle Lovett in Chile, and Stefanie Powers in Labrador.
- ❖ Edited and produced media, including stock photo edits and video productions.
- ❖ Wrote articles, background stories, and features.

**STARWAVE CORPORATION (NOW DISNEY INTERNET GROUP)**  
*Producer*

Bellevue, WA  
1994–1997

- ❖ Helped conceive and build the first generation of online content vertical publications for the Paul Allen startup, working on properties including *ABCNews.com* and *Outside Online*.
- ❖ Led development of multimedia elements, including photos, audio, video clips, and interactive informational graphics.
- ❖ Led early efforts to publish remote Webcasts, including transmitting the first written dispatches ever from the summit of Mount Rainier, using a cell phone dial-up connection.

## **Education**

**UNIVERSITY OF MONTANA**  
M.S. in Environmental Studies

Missoula, MT  
2004

- ❖ Emphasis in public opinion research, including SPSS for statistics, study design, and qualitative methods

**WHITMAN COLLEGE**  
B.A. in History

Walla Walla, WA  
1994

## **Skills**

- ❖ Focus group and IDI moderation
- ❖ Digital imaging, pre-press, and photography
- ❖ SPSS
- ❖ Adobe Macromedia Dreamweaver, Photoshop, In-Design, and Illustrator
- ❖ Typography and the graphical presentation of quantitative information
- ❖ HTML and CSS