



Brad Larson

President & Founder, Ironwood Insights Group

With 30 years of marketing research

experience, Ironwood Insights Group Founder Brad Larson is a leader in the research industry. Prior to his entrepreneurial journey as the founder of IIG, Brad contributed eight years toward making Thoroughbred Research Group a highly recognized brand in the community. Their success in part came from Brad's oversight in strategic planning, client development, and research design.

Making his start as a part-time interviewer at a small research company, he quickly learned the industry and started managing call centers; eventually developing sales and marketing plans to move into VP of Marketing.

Brad is an involved member of the marketing research community and is currently an active member in **PMRG, AAPOR,** and **LIMRA.** He has previously been on the President Advisory Council of the Insights Association and the VP of Surveys for the Phoenix chapter of AMA.

AREAS OF EXPERTISE



Leadership



Market Research
data collection



Market Research multi
modal data collection



Motivation &
Personal Development

PREVIOUS SPEAKING ENGAGEMENTS

Quirks London, 2020

MRA/Insights Association Panels

*Thunderbird School of
Global Management*

HONORS AND AWARDS:



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IRONWOOD
INSIGHTS
group, LLC