

MELISSA WELCH

Director of Research and Technology

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CLIFTONSTRENGTHS®

STRATEGIC | RESPONSIBILITY | ACHIEVER | ARRANGER | MAXIMIZER

Q: WHAT DO YOU LIKE MOST ABOUT JURYSYNC?

A: I love that JurySync not only recognizes, but also values the unique strengths and abilities each person brings to the team.



EXPERIENCE

Ms. Welch is a planner, an organizer, and a doer. For more than 20 years she has worked with organizations large and small to achieve results in marketing, events and research. Her experience lends an additional perspective on strategies for implementing projects on time and on budget.

ROLE

As Project Manager, Ms. Welch provides tactical support to JurySync consultants by orchestrating jury research projects such as focus groups, deliberation groups, mock trials and spectator juries. Her responsibilities include researching trial venues and sourcing/managing research facilities, recruiters, video production experts, caterers and other key partners to meet the unique needs of each client and research event. Ms. Welch also coordinates and compiles research data collected on-site and provides clients with real-time participant data and feedback.

EDUCATION

Ms. Welch studied Journalism and Public Relations at the University of Kansas.