

## **Johanna Shapira**

Johanna is a seasoned marketing and communication researcher with 15 years experience delivering leading edge qualitative research and strategic insights for some of the world's largest brands. Before joining Ipsos-MORI, Johanna spent 8 years as a Senior Partner, Strategic Planner with Ogilvy and Mather New York where she helped to establish the agency's ethnography group. During her 5 years managing the group, she worked on a diverse group of healthcare projects, both consumer and professional. These included profiles of asthmatic families, issues of non-compliance in heart-disease, Dr.-patient communication as well as public health work on anti-drug messaging to teens. Other projects include studies into patient behaviour in Oncology, HIV, Obesity, IBS and OAB.

Johanna has presented her work to diverse academic and business audiences, including the Harvard Business School, Columbia and Brown Universities and the Advertising Research Foundation in New York.

She has recently received her M.A. (Distinction) in Medical Anthropology from the University of London.