

Josh Rossol

Josh Rossol is Chief Methodologist for Ziment. In this role, he oversees the Methods and Multivariate Services group, which is responsible for all modelling and advanced statistical projects. Over the course of his analytic career, Rossol has run hundreds of domestic and global studies covering a wide range of therapeutic categories and research populations.

Rossol is also responsible for developing innovative quantitative approaches to address the strategic questions of pharmaceutical market research, and has been involved in the development of new techniques in the areas of segmentation, preference share estimation and calibration, messaging and positioning research, and decision modeling.

During his more than 5 years with Ziment and more than a decade of social scientific and applied research, Rossol has focused on applying advanced quantitative techniques to strategic marketing issues. He has spoken at industry and professional conferences, and also brings an academic background as a former college professor of Sociology.

Rossol holds a Ph.D. and M.A. in Sociology from the University of Wisconsin-Madison, and a B.A. in Sociology and Quantitative Economics from Stanford University.