

Walt Harris

Walt has worked in market research for the past 30 years, both in market research agencies and in corporate environments and over this time has provided market knowledge and strategic counsel to leaders in industry and government. His work has driven programs in customer acquisition and retention, market positioning, advertising, competitive intelligence, NPD, government policy and community affairs.

He is currently Senior Market Research Manager in Global Marketing and Strategic Development at Genzyme Corporation, one of the world's leading biotechnology companies, which requires him to obtain market understanding on rare genetic disorders for offices in 35 countries.

Prior to his role at Genzyme, Walt was Research Director at Weber Shandwick Worldwide, with responsibilities in support of NPD and marketing for clients in biotechnology and information technology.

He was involved in exploring and developing web-based market research techniques, including interactive survey research and Website usability testing.

Walt has a BA degree from Harvard University and an MA degree in Latin American Studies from the University of Texas at Austin.