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CONTACT: Michele Zwillinger, 818-906-7562

MICHELE ZWILLINGER ACHIEVES

Professional Researcher Certification

Washington D.C. – The Professional Researcher Certification Board for the Marketing Research Association announced that Michele B. Zwillinger, Owner, Zwillinger Research, Encino, CA has achieved Professional Researcher Certification (PRC), by successfully completing all application, continuing education and examination requirements. Candidates must meet rigorous eligibility requirements to qualify for the examination. Achieving the PRC designation demonstrates a commitment to professional standards and career advancement in the marketing research industry.

Michele Zwillinger is celebrating 40 years of research consulting with business owners and corporate executives of million dollar companies and high tech start-ups. Michele holds a Master’s Degree in Criminology and a Bachelor of Arts Degree in Social-Psychology, both from the University of California at Berkeley. She is active in the community sharing her research expertise with graduate and undergraduate classes, and speaking to marketing and marketing research groups. She is well-known in the industry for starting the Southern California QRCA Chapter; served as founder and Chair of the Industry Relations Committee for QRCA; and regularly mentors new researchers.

She designs proprietary qualitative methodologies to meet unique client needs; and has conducted thousands of focus groups and individual interviews. She motivates research participants to willingly and honestly engage in communicating their experiences, hopes, desires, and reactions to product and advertising concepts. She conducts quantitative research using the methodology most likely to entice consumer cooperation and meet the specific needs of the project, in person, by phone or online.

Professional Researcher Certification (PRC) is a powerful tool for individual researchers of all levels of work experience and education. MRA’s goal is to encourage high standards within the profession to raise competency, establish an objective measure of an individual’s knowledge and proficiency and to encourage continued professional development. Additionally, these certification standards are designed to increase consumer understanding of research and foster premiere professional standards in the profession.

For more information, visit www.marketingresearch.org/certification or call MRA at 202.800.2545.