



Emily Lusher Managing Director, Market Research



Emily Lusher is managing director of market research for Seismic Marketing. Lusher has more than 30 years of market research experience across a wide variety of industries and research contexts. She began her career in academic research, but transitioned quickly to private sector research in support of business and marketing strategy development. This deep experience includes producing actionable results for consumer-targeted businesses and business-to-business enterprises, including work for such major brands as Philips, IBM, HP, Upjohn and Keebler (prior to its acquisition by Kellogg).

After two years with the Strategic Planning Institute, Lusher ran her own market research and strategic planning consultancy for 10 years. As an independent research consultant, Lusher conducted market assessment and research for more than 50 clients, from large high-tech. firms such as Lotus Development Corp., where she conducted new product user preference research, to smaller clients such as Newworld Bank, where she assessed branch location options. During this period, she provided cogent insights to her clients on such disparate topics as advertising testing and tracking for low fat and drinkable yogurt products, community support for local tourism initiatives and orthopedic surgeon satisfaction with arthroscopy surgery products and new product features.

In 1993, Lusher joined the Delahaye Group to develop and implement evaluation services offerings for tradeshow, events and marketing programs. As director of research, she oversaw Delahaye's research staff and produced double-digit annual revenue growth for the company. She then moved to IBM to manage that company's event marketing evaluation program. In this capacity, Lusher headed the evaluation effort that led to IBM's restructuring of its involvement in more than 2,000 tradeshow, conferences and marketing events globally. She managed the industry's largest event evaluation budget and more than 10 outside vendors, and employed such diverse techniques as survey research, focus groups and individual interviews to evaluate all IBM event activity globally. Through her efforts, IBM established an event benchmarking database that informed all future event planning and participation.

After IBM and prior to joining Seismic, Lusher conducted event research for Ziff Davis Media and restructured the marketing function for Portsmouth, New Hampshire's historic Strawberry Banke, an outdoor history museum that is the oldest neighborhood in New Hampshire to be settled by Europeans. For Ziff Davis Media, she conducted audience profiling and event evaluation for two new multi-million dollar high-tech. conferences, DigitalLife and Business4Site.

Lusher has an MA from Harvard University and an MBA with high honors from Boston University.

###