

Creative Insights, Inc.

BRUCE ECKMAN, Ph.D.

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Experience

1983 - Present **MARKETING CONSULTANT**

Responsible for various stages of client's marketing and research requirements including:

Strategic Planning Market Research
Branding Psychographics

Partial List of Clients:

AAA	Monsanto
AARP	Nitromed Pharmaceuticals
Acorda Therapeutics	Ogilvy & Mather
Alpharma Inc.	People Magazine
American Broadcasting Company	Pfizer
American Express	Pharmavite
Anheuser – Busch Brewing Co.	Phillip Morris
Arnold Worldwide Advertising	Pillsbury Company
Asahi Brewing Company	Procter & Gamble
Astra Zeneca	Prodigy
Baldwin Lock	Quaker Oats Company
Baxter Health Corporation	Ralston Purina Company
Black & Decker	Reebok
Bristol Myers Squibb	Reckitt & Coleman
British Airways	Revlon
Busch Entertainment	Rhone - Poulanc
Cadence Pharmaceutical	Rorer Pharmaceutical Company
Cambridge Biomarketing Company	Saatchi & Saatchi
Campbell Soup Company	sanofi-adventis
Citibank	Scifinder
Coca Cola	Scott Fertilizer
Columbia Broadcasting System	Simaxon Pharmaceuticals
ConAgra	Smead
Courage, LTD.	Sony
Dad's Pet Food Company	Source Design
Discovery Chicago	Stryker
Fellowes Manufacturing Co.	Suntory
Fidelity Investments	TBWA
General Mills	Tetrapak
GlaxoSmithKline	The MegaGroup
Heinz	Thorn Apple Valley
Heublein	Time Magazine
Hiram Walker	Together Rx
Home Box Office	Unilever
Johnson & Johnson	UNICEF
J. Walter Thompson	United Way
Kraft Foods	United Technologies
Lycos	U. S. Army
M & M Mars	U.S. Department of Labor
McCann – Erickson	Virtua Healthcare
McKessen	Walt Disney World

Merrill Lynch
Millennium
Miller Brewing Company
Molson Brewing Company

Warner – Lambert
Wilson Jones
Wendy's Restaurants
Young & Rubicam

1973-2001 **Psychotherapist** - Group and Private Practice

1980-1983 **Backer & Spielvogel Advertising Agency**

V.P., Manager of Qualitative & Quantitative Research

1984-92 **The New School for Social Research** - Graduate Faculty

Quantitative Methods Statistics and Research Design

1978-83 **New York University** - Graduate Faculty

Systems Theory, Media Analysis

1970-77 **Queens College of the City University of New York** - Assistant Professor

Nonverbal Communications Personality
Group Process Statistics & Research Design

Education

Princeton University, A.B., Magna Cum Laude, 1969
Columbia University Medical School, First Year
New York University, M.A., Ph.D., 1974

Selected Publications

Making Reliable Nonverbal Judgments, The English Journal, 66, No. 8,
1977,72-74.

The Biases of Research (Ed.), Etcetera, 34, No.3 1977.

The Development of Self-concept in Small Groups, in R.S. Cathcart and L.A. Samovar (Eds.),
Small Group Communication: A Reader (Third Edition), Dubuque, Iowa: Wm. C.
Brown, 1979, 328-336.

The Editing Structure of the Televised Versions of the 1976 Carter-Ford Debates,
Journal of Broadcasting, 23:3, Summer, 1979, 359-369.

Awards

Two Effie Awards for Advertising Effectiveness
Campbell's Soup - 1983 UNICEF – 1986

New Techniques / Trademarks

Strategic Imagery®, a qualitative / quantitative visual elicitation technique that measures brand identity across 13 dimensions

PsychProbes – deep projective interviewing technique for defended respondents, e.g., doctors, engineers