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Mark Michelson is the Executive Director and co-founder of the Mobile Marketing Research Association (MMRA), a global trade organization that advocates the use of mobile devices to understand opinions and behaviors of consumers, shoppers and B2B audiences. In addition to founding MMRA, Mark also co-founded the Mystery Shopping Provider's Association (MSPA) and has served on the board of the Qualitative Research Provider's Association (QRCA)

Mark's experience as a market researcher includes 28 years of developing and implementing strategic marketing research programs for many of the world's leading brands in a variety of industries including technology, food service, healthcare, retail and CPG. Mark is also President/CEO of Threads Qualitative Research ([www.threadsqualitative.com](http://www.threadsqualitative.com)), a global qualitative consultancy with partner offices in 22 countries.