

# John Willard, MA

John is the Lead Researcher and Analyst for Hurley Write. He has spent his career in leadership roles in Consumer Insights and Market Research at Bayer Consumer Health and American Express, after starting on the advertising agency side with Publicis (formerly DMB&B).

During his corporate career, John created and led training sessions on Marketing Excellence, Insights Development, Market Research for Marketers, and Coaching and Developing Others. He has also lectured on marketing and marketing research at the University of Virginia, Columbia University, and NYU.

Prior to his market research career, John taught writing courses at Rutgers University. John holds an MA in Literature from Rutgers University and BA with Distinction from the University of Virginia.

