

JEFF

hello and welcome back to another episode of long story short the podcast about storytelling and connection where we interview marketers and entrepreneurs to hear the story they tell about their brands i'm Jeff

SOPHIA

and i'm Sophia this is a podcast by humans for humans who also happen to be marketers on this week's show our guest is AJ Dopwell

JEFF

AJ has a passion for providing access to better healthcare and for pushing the pharmaceutical industry to find supportive solutions for patients caregivers and healthcare professionals he has more than 15 years of experience in healthcare sciences and marketing spanning major pharma consulting and agency positions currently he's a senior manager of omnichannel marketing at novo nordisk he wears multiple hats including dtc and hcp paid promotional strategies audience targeting development tactical execution and campaign optimization for the glp-1 franchise prior to joining nni AJ spent time on the agency side as vice president media at cmi and account director acadiant in addition AJ guest lectures as alma mater temple university speaking with students preparing to launch their professional careers in marketing media and communications AJ lives in philadelphia with his partner mark and together they enjoy traveling dining out and spending time exploring the city

SOPHIA

in this episode we will discuss everything from how to bring the creative marketing spirit into something as regulated as pharma to the shift between working on the agency versus client side of marketing to how AJ and his team tackle the industry buzzword and frequent bottleneck attribution gain insight on the ins and outs of the pharma industry through the lens of someone who has been interested in it since age seven

JEFF

yeah an AJ's story of how he became interested in healthcare and pharma is so powerful so without further ado please enjoy our conversation with AJ dopwell

SOPHIA

AJ welcome to long story short thank you so much for being here

AJ

absolutely Sophia thank you for having me

SOPHIA

of course so to get right into it we've established you have a broad array of experience in both marketing and advertising but across all of that you've established yourself in the pharma industry specifically so we want to start by asking you why pharma

AJ

yeah so great question i actually have had a uh an interesting path uh into my career and it all started when i was very young i was about seven years old and i actually suffered i had a medical condition where essentially required some surgery some inpatient i was actually hospitalized for quite a bit all good now but while i was there as a child it was a children's hospital and so there was a lot of fun activities and i didn't feel like i was sick so you know after surgery and i was recuperating i really spent a fair amount of time you know just kind of going on rounds if you will with the nursing staff and even the physicians i still remember my physician to this day and that was like i don't know but at the end of the day i really enjoyed the experience there even though the circumstances were not so great um and that just kind of stuck with me so after that you know obviously went through the rest of grade school middle school high school and around 15 when you know you can get that first real job uh i never lost sight of that and i ended up my first job was actually in a pharmacy wow and i worked in the pharmacy so i wasn't in the front of the store it was actually in the pharmacy section and it was um it was interesting and it just kind of reinforced that interest that i had had from a young age and um i went to college and i was originally a pharmacy major and it wasn't until i became an intern in the pharmacy where i started to realize i don't know if i want to make this the rest of my life when i really took stock of what the role was and ultimately did i see myself doing this for realization that maybe it wasn't the right fit for me but i still very much had um an affinity to you know the sciences the the overall you know compounding elements of the of the role of the job and so i was able to kind of pull that forward into my marketing career which kind of morphed after i left the more health sciences focused uh trajectory i was on and i changed my major and i graduated from college from the school of communications marketing marcom and my first role was actually at an ad agency where i was able to blend the pharma side of things with the undergrad degree i received and ultimately working for pharmaceutical clients so uh it just kind of came together it certainly wasn't a plan uh and in fact the the first role that i had was specifically within media planning which is you know a component of advertising that in college i said to myself and even my classmates i'm never going to work in media planning ever and it wasn't until i actually took the role and started working and i remembered that many times i had that conversation in college and i was like you know what wow look how this shaped up uh so at the end of the day it all worked out but i spent you know i would say about 12 years on the agency side uh working my way up different clients always stayed in pharma and what i really then wanted to do i started to gain more insight into you know what my clients roles were and it was intriguing to me because it went well beyond media and that was something that i really wanted to tap into so in my current role which was the role i ended up leaving the agency world four uh as a senior manager for omni channel marketing at novo nordisk so that's where i am today and there's still absolutely a media component to the role but i see much more of the the full picture if you will as it relates to you know the entire pharma ecosystem from you know uh product inception to fda approval to coming to market launches and then as a brand mature suits life cycle so there's a lot that goes into that well beyond the advertising component the com the promotion side of it and that's what's been most intriguing and it's it's been a great move so far things are going really well and it's going on three years

SOPHIA
Congratulations

AJ
thank you yeah it was a good move for me and it came at the right time i think professionally as well

JEFF
so let me ask you something specific there's a statement you have about crafting innovative marketing solutions in complex and highly regulated industries and i think people may have a sense that in a regulatory environment specifically like pharma it actually makes innovation impossible and this is somewhat of an oxymoron so just kind of curious can you talk about how you keep sort of the creative marketing spirit and bring that into something as sort of seemingly you know regulatory and walled off the way pharma is

AJ
sure so you're absolutely right i i forget the the source but it was a few years ago i actually read an article that essentially stated that pharma healthcare marketing was the second most regulated industry after finance right and so by regulations that means a lot but at the end of the day what it really comes down to is we really have to ensure any promotion any marketing any sort of communication that's in outreach uh adheres to the label the fda approval that our products receive so you may have heard of off-label promotion none of that is acceptable so we have to be very clear on what our strategies are how we implement them and ultimately how we communicate to health care providers and to patients so how to keep the creativity going in our world is it really depends on the individual uh you know if you're in this field and you've been in this field specifically the pharma vertical for you know a certain number of years you're you understand what we're working with and you truly are in it for the right reasons um there are times when you know i'll talk to people you know just starting out looking for their first role and they're like oh what do you do and i explain it and they're like oh that sounds cool i really would love to get into that field and you know do things creative i love advertising i'm like advertising you love advertising but i need you to help me understand what you like about it because in our industry you're not necessarily going to get the exposure or the opportunity to do the super flashy you know quick turnaround uh you receive you know a new brand launch and you're in market the very next day with it you're not really going to get that sense of exposure in pharma we have longer lead times and so when we really think about you know what what's our next big idea it's all grounded in solid strategies again that adhere to what are we approved to say and what do our patients need because the other thing that we want to be conscious of when we're thinking about creativity and innovation is not just doing something new and different and flashy but making sure that it provides value and it has a place because at the end of the day with the lead times tremendous amount of resources go into that so if ultimately we invest the time the resources into an idea and let's say it falls flat it's probably because we started off at the wrong place and so we really do take our time and think through all of the necessary steps to be creative to drive innovation all under the lens of it's got to be about our patients and it's got to be about our hcps because at the end of the day there are customers if you will so we just make

sure that we we don't lose sight of them when we start thinking of our big grand strategies for the upcoming year

JEFF

that's great i think it's so powerful to hear that even in an industry that some you know outsiders may see as sort of um you know sort of you can't have that sort of creative uh energy in because of the regulations but i think at the end of the day and i really love the way you put it that it's still ultimately about working backwards from your audience right and and what do you what does your audience need to hear there's just restrictions on what you can and can't say and frankly a lot of these obviously for good reason so um and you mentioned sort of those two different audiences the hcps the healthcare professionals and then the direct consumers the end of the day can you just talk a little bit about some of the difference in the nuance around sort of what their needs may be from a messaging perspective and and sort of maybe how you go about approaching those two audiences differently

AJ

sure yeah and believe it or not the approach to identifying the end user needs and wants and desires is fairly consistent regardless of audience so it really is grounded in research and data and you know again because so much of our resources go into any single idea we make sure that before we pull the trigger on anything it really is a sound decision that has some sort of projected outcome and for us when we think about you know what do our patients need what are we looking what are they looking for you know we have an entire and this isn't unique to my organization but within pharma we have robust research engines as it relates to understanding you know where the patient is how do we meet them where they are how do we continue to support them through their health journey because that's the what it's really about all patients who are patients are on some sort of journey whether it be uh regardless of disease state or condition so when we think about you know what exactly are our communications going to be we have to understand you know where our patients are and i'll be honest with you we can't meet every single patient where they are in their journey but what we can do is make informed decisions for the masses and try to be as tailored and uh addressable if you will to those patients and so we they feel as though and they know we know who they are because they've communicated to us and we want to provide support to them and it's similar for our healthcare providers because without our hcps our patients cannot gain access to therapies that are perhaps even saving their lives so we have to make sure that our hcp's understand lead with the science this is what the data tells us uh this is what you know our clinical trial result results were we communicate with our primary secondary endpoints all of those different nuances that go into making a treatment decision we want to make sure that the health care provider has quick and easy access to that we don't need them or want them necessarily having to feel like they have to lift the burden to do their own research that's been done so how do we communicate that out in a concise manner because at the end of the day hcps especially this past year extremely busy pulling themselves they've pulled in multiple directions they've got patient care now they've got to worry about how do they manage their patient load virtually how do they keep their offices safe so there's a lot on their plate and the last thing we really want to do is add to that by saying you know here's a product here's a url and here are a few other

websites that you can learn more about it you know we want to be very direct we want to be specific and frankly we want to hear from them through our sales reps again through research what is it that they need from us and then can we meet them where they are

JEFF

that's great and i think it's i mean you talk about a whole lot of different touch points and i think you know from the context of of our perspective working with a lot of b2b software marketers we talk about from a data perspective attribution is a a hot topic and a really difficult um a difficult task for a lot of marketers when there's a long and complex sales cycle right and then in the pharma space it's not just complex it's also indirect and so to your point there's a lot of touch points but advertising directly to a patient potentially and and being able to sort of speak to them where they are is still different you know there's still a whole lot of steps that have to happen before that's going to lead to any kind of uptick for your brand so can you just talk kind of you know high level about some of how that data comes together and how you identify which uh promotions and which messages are most effective

AJ

absolutely you use an excellent word one that i don't think there's a day that goes by where it's not uttered internally which is attribution and also like you said within the pharma industry there are a lot of levers there are a lot of touch points that ultimately drive conversion so in the sense of new to brand new prescriptions patient volume um and how we quantify that there is a very sophisticated model that is in place that i will give you an overview of but essentially if you think about all of your different promotional channels and that's non-personal that's personal so thinking about a face-to-face rep detail thinking about the tv commercial thinking about a banner ad on a website your search engine marketing all of these different things are in play all these different tactics so what we are with history years of history and research that we have in data what we're able to understand is for a given channel what is the projected attribution or contribution to an ultimate conversion and then what we're able to do is take those various touch points those search impressions those tbtrps the number of rep details uh the number of samples distributed uh the number of banner impressions served all of those different inputs and we essentially synthesized them into this engine that i referenced and it helps us understand from an roi and a conversion uh standpoint where are we driving where are we seeing success and maybe where are we maybe falling short and how do we optimize so that's a constant process it's not a you know here's 12 months campaign we're going to launch it on jan 1. it's going to run for 12 months and we see how we do in q1 of the following year no we look at that daily we review it in terms of actual readouts monthly and we make changes uh sometimes even weekly to our efforts because again if we're starting to see certain areas lag there are ways we can improve whether a stronger call to action whether it's you know maybe we need to refine our search keywords maybe we're finding that our patients are searching for more therapeutic type keywords as opposed to branded keywords so there are a lot of learnings that we gain from the data we have access to and then that ultimately feeds into the conversion model which helps us understand did what we put in market do well and if not what do we need what did we learn and how can we change it

JEFF

yeah that's great and it's funny because you know you sort of started this by talking about how pharma by definition is not the flashy sort of quick turnaround but the fact that you're able to be sounding so nimble within your own operations and the way you're able to sort of change your execution and optimize on essentially a daily basis i mean it's it's funny so sure you can sort of think of it that way but i mean everything you're sort of talking about sounds to me like it really does still have a lot of the sort of the flash even if it's not necessarily the you know sort of the the brands people grow accustomed to and you know so they grow up and you know have an affinity to particular you know consumer brands especially

AJ

no absolutely and again the fundamentals are there they are consistent regardless of industry in terms of you know marketing how you optimize refine and hopefully prove success uh really for us the the main difference is when we were thinking about those strategies we go into it thinking you know i'll use an example uh a television commercial we've got a 90-second spot they're expensive to produce but at the same time we also go into it knowing we need to have multiple concepts at our disposal so instead of going in with one 90-second spot and running it we may go into our mlr team our medical legal review team compliance team and say we've got three different concepts we've tested them all they've all done well let's get all three approved and we may launch with one but we've got two in the hopper once we start to see that response data that you know maybe this one isn't gaining traction there's no attribution here patients aren't making the connection okay let's go with v2 and let's see how that does and maybe it's you know you start pulling different levers maybe it's a mix of both maybe you run the first version on certain networks and there are different things that we kind of have ready to go so it may appear where we're more nimble and making a pivot on the fly but it's all been planned for i mean that's really the difference there we just can't see something and create something on a whim it's got to already be ready to go in case we need to use it

JEFF

that's great um yeah that's that's so fascinating and i really love that idea as somebody who you know what i always try to say is i don't necessarily have all the all the answers but i know how to test into them and so you know frankly it sounds like you need to be a little more organized potentially because you don't have the the freedom to on the fly just say hey let's just change the subject line let's just change the messaging here but so you need to be more thoughtful in advance but being able to come to the table again as long as all of them are pre-approved that still gives you that same flexibility

AJ

it sure does

JEFF

yeah um so let me ask you because again you were saying that you know you had spent the large majority of your career uh until the last couple years on the agency side and now you've been on the client side and i know there's uh i don't want to call it a rivalry but but but i think

there is a a a healthy sort of like i don't want to total misunderstanding of what those roles are but but i think people on the agency side um have some uh have an idea of what their clients are doing day to day and vice versa so just wanting since you've now had sort of significant experience on both sides if you can kind of sort of share what you see those as being the differences

AJ

yeah and they're they're significant and coming from the agency world you know you're absolutely right there are perceptions about what your clients do on a day-to-day basis because especially if you work in a certain vertical within the agency so if you're only media or if you're only copy you think well my client all they're doing is reading my my subject lines and telling me they're good to go or they're they're only reading the flow chart for the media plan and saying approved i have a new appreciation one that i never had until i moved into the client world for the work that goes into the marketing side of this and the differences really are the biggest one they do your clients do more than they work on with you and uh that that was the the biggest eye-opener because while i'm still i still oversee paid media uh i also and that's just you know the strategy the execution the buying i also have a hand and creative i also have a hand in market access and what we're doing in pharmacy and all of those different channels have different agency stakeholders as well as internal stakeholders so that status call i was on with my media agency at 9 was one of 19 calls that day and that was the only one on media and so i think that's the the biggest thing we do a lot more than when you're not on this side you believe actually takes place and it's it's it's what i was hoping to gain by making this move which was gator greater exposure i just didn't know it would be this great but at the same time it's almost a double-edged sword because it is that great because i get to see so much upstream than before when i was kind of on the tail end like anchor leg i'm starting the relay and that's what's really great about this side of things because i'm not really just handed information i'm at the table when decisions are being made that impact media and creative and copy and strategy uh so that's the biggest i would say misperception when you're just on the agency side and you don't have that visibility a lot more goes into what your client does than you see

SOPHIA

so on the topic of seeing so much from this uh transition another thing that is unique about your position is that the company you work for novo nordisk isn't even based in the united states so not only are you seeing so much more within the realm of your work but you're also working for a company that has a different scale and you might be working with different audiences so we're really interested in how that shapes the story that you tell working within the company how it shapes the company story how you interact with your patients on that level is there anything different you've noticed there as well

AJ

so i will say one thing that this role has allowed me to gain greater visibility into is what happens on the global stage so most pharma companies are structured in a way there's a us-based team and then there's a global team and global is basically x-us everything outside of the united states and and within global there are micro teams if you will so there could be a global team in

asia and there could be multiple teams within a certain country within asia same could go for you know africa south america etc so uh in this role what i'm able to gain access to now is from a campaign perspective a lot of the again upstream insights that come from global because most campaigns not just my organization but this is industry-wide for the most part most campaigns most brand launches they start globally and then you have your pull through into the various geographical regions that you know you have your units assigned to like us so what i'm able to do is participate in conversations because this year with covet 19 not much travel happened so everything was virtual but even before then we were mostly virtual but talking to our global colleagues understanding you know what their challenges were xus how they were addressing them what might we need to be prepared for because let's say a compound or a molecule is first approved globally so let's say a product is approved in the eu it may not yet be approved here in the us by the fda so if that's the case there's that cross-pollination if you will of ideas and sharing of you know what are you experiencing what are you seeing and vice versa if a product launches first here in the us we then share with our global colleagues this is what we're seeing these are the challenges we came up against and you know how might you modify your strategies to account for them before you're course correcting you can just kind of get out of the gates correctly the first time so that's been interesting because again being more upstream you're at you have access to that as opposed to just being delivered information uh so that's been interesting uh moving over from the agency side to have direct involvement in a lot of the dialogue that ultimately feeds down into everything we do even beyond marketing you know how to price a product uh working with our market access team working with managed care formulary decision makers where does the product fall in the formula are we tier one are we tier two working with the sales team uh you know where does this product fall within the bag is it detailed first is it third so there are a lot of different components that help us understand with marcom what do we need to do to account for what what happens outside of our team but also more importantly what happens globally for the product because at the end of the day we're all working for the same same team it's just we're structured differently based on geography

SOPHIA

yeah that's really interesting Jeff and i have actually done some research recently about how one of the biggest things especially going into 2021 is the need to connect and still collaborate with our teams which of course with covet has only been made harder so it's really it sounds like that's such an integral role and from what you've said it seems like you're doing a pretty great job of connecting not just with your teams here but on that global scale which is really essential

AJ

yeah i will say that was one of the this year one of the surprising elements of of the reality we're all living with covet 19 is how productive we all remained without in-person meetings and face time and i think it's been a positive revelation frankly because we were all accustomed to doing things one way that's how we operate this is the business this is what we've done for years and what we have learned many of us hopefully most of us have learned is we don't have to sit in a conference room to make decisions and have a discussion and it might be over teams or zoom or whatever it may be but work can still be done and for me that's been great to to see because i've always been a little bit uh i've been the one or one of you who really wanted to challenge do

we all need to be in this room for this you know what i mean uh could this have been an email uh things like that so i think this year has been really great in that regard uh and there's not much to be grateful for this year frankly so if there is a silver lining i'll take that

JEFF

as somebody who's worked remotely for 11 years i can i can you say the same exact thing and i did just this is naturally sort of my way of things is when covid first hit i found myself sort of initially just making a list of potential silver linings right like like what are some things that might be good out of this and and that was actually the one of the first things that came to my mind is hoping that some some companies and institutions that have been loath to allow sort of the flexibility of people working remotely um hopefully finding out firsthand that guess what their companies were just fine and so you know not necessarily that they'll move to a full okay everybody remote all the time but at least that they'll have flexibility and have that option right so

AJ

yeah totally agree so yeah that's a win

SOPHIA

so speaking of wins and positivity um we'll keep that trend going why not right we all could use some of it so um one thing obviously as we've established is that you've been in this industry even if you've bounced around a little bit for quite some time and i know you started uh even at 15 with your interest and even 7 if you want to go go farther back with where your passions began and how it led you to where you are now but i guess what we want to know is for people who are trying to break into either advertising and marketing or more broadly broadly speaking advertising and marketing or more specifically the pharma industry of doing that do you have any advice for them like what should they look out for things that they should be doing what would you have wanted to know as you were coming into all of this

AJ

yeah so a couple things with that i would say and this doesn't necessarily apply to marketing or even pharma but anyone looking to start a career i think just a general good place to begin is if you if you're thinking one direction why are you thinking that what about it draws you to it and it needs to be more than just well it was my major because at that at that point you you really you could find yourself stuck if you will because you're you're just trying to make use of that degree and stick with a plan that may not make sense for you anymore so really think about it because while it's not the uh absolute be-all your first job it's good to start off in the right place so that you don't find yourself backtracking or or pivoting in a way that may hurt you and your growth that said i would say if someone is you know what i'm interested in marketing i'm interested in pharma again i'd ask the same question what about it draws you in because one recommendation or one consideration i would say everyone should have is understand the uh the environment that you're getting into again we talked earlier about the regulations and frankly if you're if you're coming into marketing or advertising to be super flashy and you know to run you know actors and actresses in your creative this may not be the outlet for you it's possible but let's taper that expectation uh but i would say if you're really focused on it and you're you

you love the science you believe in health care you believe in what it can do for a community for a population then i would say you know what don't lose that that's the one of the biggest things if not the biggest just don't lose that that passion that desire because when you really break it down you will be challenged frequently when you start to you know pull together your ideas your communication strategies your outreach approaches and things along that nature you really have to be diligent and focused and determined because again it's very easy to want to give up when let's say your idea starts to be challenged and it might start to erode a bit and it's not exactly what you wanted it to be but it still will be impactful you just have to be able to pivot absorb that and use it and then keep moving forward because at the end of the day you're still doing this because you have the passion for patients and for caregivers and if you don't lose sight of that you'll be golden

SOPHIA

yep that's great that's i was gonna say along the same lines of just sticking to the passion not that i have the industry experience but from what you were saying it sounds like if that passion is there then this is the place for you to be and if there's passion that's lying in other industries then those are the industries you should be going towards

AJ

yeah and even within pharma again there are many different avenues within the industry so we're focusing a lot on marketing and advertising in this conversation but i've mentioned some other things too you know there's market access there's trade there's governance there's regulatory there's salesforce do you want to be a sales rep i mean there are a lot of different avenues so even if you have that passion you may find that you know marketing may not be pharma marketing may not be for me but maybe i should try you know clinical trial marketing or sales rep support and to go work out in the field there's a lot of different avenues to explore so if you hit that initial wall don't think that you it's the wrong move as an industry try something else within the industry

SOPHIA

that's great um and then along those same lines of what you wish you knew i guess what's one thing that helps to find success for you and i know you have done a lot but you still have a lot of career left to go and this can be success in a personal sense it can be in a professional sense but i think that's success is a word we use a lot but can be very specific and unique to our own journey and how we define it so i'm intrigued to hear what that means for you

AJ

yeah so one of the the aspects of my role is we have a patient call center a patient support center where our patients will call in and they may have questions about their therapy they may have questions about their condition it runs the gamut right um we with patient consent we record those conversations and we anonymize them and we share them internally so that we can understand what some of the challenges are we talk about data and research that's a huge dream for us we learn a lot from what our patients are willing to tell us through the call center and for me what really is a an extremely positive component of this role is being able to hear

some of those recordings we don't hear them all the time i will say but when they do come through most people really drop what they're doing and listen into them and they're not long but but at the end of the day it's just so powerful to hear some of these patients for many of them they consider our products their lifeline and for many of them our products may have saved their lives and they are very forthcoming with that information they get emotional uh they're very thankful uh they're extremely appreciative and they communicate all of that back to us so for me hearing those calls is certainly an area of i just feel proud that i had some input and some involvement in bringing a therapy to whatever the patient is on whoever they are and they have been able to maybe find their life again because a lot of our patients really have lost sight of that and they communicate that back to us i was diagnosed with this condition i felt my life was over until my doctor prescribed whatever it may be so that's an area where it's more of a daily reinforcement when i get those recordings to listen to and then ultimately on a larger scale is being able to deliver this is more of my own personal it's professional and personal but more on me being able to deliver what i know i can deliver to the role that i have and doing it well honestly doing it well and being recognized for doing a great job those are important aspects to me professionally just because of me as a person that's my personality so i would say those are kind of the two areas to me i define success

SOPHIA

yep not to put a corny phrase to your beautiful statement but go big or go home right like if you're not doing it all then why even be there

AJ

yeah i completely agree and i think that also goes back to if you're questioning am i in the right field am i doing the right am i in the right role i think you can take a look back at you know what are you contributing you know and if you kind of look at your peers and maybe see i'm not quite delivering uh to the same scale that that could be a sign

JEFF

right that's great this this this has been great AJ but before we let you go just want to ask you know where can people find you on social media

AJ

so i i use all of the most of the social media channels linkedin obviously you can find me on linkedin AJ Dopwell and then i'm also on facebook and instagram i haven't quite gotten into the tick tock i don't think i ever will

SOPHIA

neither have we

AJ

no i'm gonna go there uh but yeah you can find me on instagram facebook and obviously i do a little bit with twitter uh that's more for viewing uh i like to view i follow local celebrities i love my my local uh morning news crew now that i'm home every day right i can kind of watch that so i

follow those guys and then i'm really into food so i follow a lot with food on instagram how could you not be into food especially with this year i mean

JEFF

yeah um well AJ thank you so much this has been great um you know we we loved uh having you on and thank you so much for sharing your story with us

AJ

absolutely guys and thank you so much for having me i do appreciate Jeff you reaching out inviting me to to engage in this opportunity and congratulations on this podcast i think it's going to be a huge success like with everything else i know you've been involved with so kudos to you and Sophia congratulations on this role as well

SOPHIA

thank you

JEFF

i want to thank Sirkin research for being the sponsor of our show Sirkin research fuels demand for b2b marketers looking to gain a competitive advantage we leverage original research and data-driven content to supercharge your growth you can find out more on our website at Sirkinresearch.com