

Lance Gentry

Professor of Business at University of Mary Washington

Fredericksburg, VA, US

Dr. Gentry has been surveying and evaluating respondents since 1993

Biography

Dr. Gentry received his Ph.D. in Marketing and Supply Chain Management from Michigan State University. In both academics and industry, Dr. Gentry has been surveying and evaluating respondents since 1993. In previous experience, Dr. Gentry was directly responsible for market research as a Marketing Manager at Intel Corporation and as the North American Director for New Product Development at Philips Consumer Electronics Company. He also earned an MBA and a BSBA at the University of Tennessee.

Industry Expertise

Education/Learning, Business Services

Areas of Expertise

Market Research, Data Analysis, Qualitative Research, Product Management, Focus Groups, Online Advertising, New Product Development, Product Testing, User Interface Testing

Affiliations

Heartland Market Research LLC : Principal Investigator

Education

Michigan State University - The Eli Broad College of Business

Ph.D. Marketing and Supply Chain Management

University of Tennessee-Knoxville - College of Business Administration

MBA, BBSA Business

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