

Marketing Disease Prevention in America

October 19 – 21, 2010
Crowne Plaza
Atlanta, GA

A Conference on Marketing
Obesity-Related Products
and Services



Speaker Info for David Kweskin, Senior VP, The Research Intelligence Group (TRiG)

David is a seasoned communication and loyalty research practitioner, coupling 18 years of DTC Rx communication research with an equal proportion of communication research in broad swath of additional sectors while engaged on the research agency side (TNS, Brand & Communication division) and recently with The Research Intelligence Group (TRiG). Clients include leading pharmaceutical firms.

David is a frequent contributor to trade publications including DTC Perspectives. He is seen speaking at trade conferences on communication, including PMRG –the Pharmaceutical Marketing Research Group, the DTC National Conference, and has led a DTC workshop for the Advertising Research Foundation. David also serves as a judge in selecting the best DTC advertising.

Mr. Kweskin earned a BS in psychology from University of Pittsburgh and holds a MS degree in psychology from Boston University. David has also held affiliations with leading advertising agencies and a HBA manufacturer.