

Real-World Resilience: Navigating Any Challenge with Confidence



Insights
Career
Network

Monday, August 3, 2026

Agenda

- 1 Welcome & Check-In
- 2 ICN Announcements
- 3 Real World Resilience: Navigating Challenge with Victoria Montoya
- 4 Breakouts
- 5 Sunshine and lollipops! Bring your high points and wins, however small or large

ICN ANNOUNCEMENTS

How to use the ICN

3,628

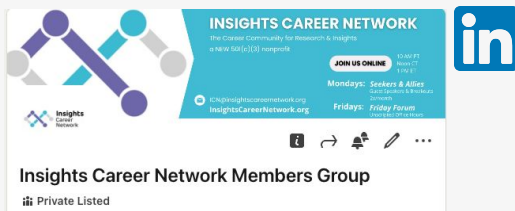
ACTIVE CORE MEMBERS

36,401

LinkedIn Followers



ICN Members Group



Find Insights Jobs
Meet ICN Members
Get ICN Exclusives
[Find the Zoom](#)

InsightsCareerNetwork.org



150+ Resources for your
Insights Career

Seekers & Allies
Recordings & Decks

Lists of Recruiters/Coaches

Insights Learning Library

Active Insights Job Seekers



Refresh every 90 days!

Weekly Meetups

Mondays & Fridays at 10 AM

Show up & engage

[Share your profile](#)
Add "Seeker" or "Ally" to your name

[Save the chat & follow up](#)
Stay for the 10 min breakouts

Insights Job Referrals

Real, fresh insights jobs from <2
degrees away.



[InsightsCareerNetwork.org](https://www.insightscareernetwork.org)



INSIGHTS JOB REFERRAL LIST

Real, fresh insights jobs from <2
degrees away.

VIEW JOB REFERRALS
from hiring managers, recruiters,
& teammates

LIST YOUR INSIGHTS JOBS
and share tips for applicants!



InsightsCareerNetwork.org

Insights Job Referral List

Timestamp	Side	Company	Title	Experience Level	Preferred Location(s)	Office Situation
7/31/26	Supplier Side	Savanta	Executive	Entry level	London	Hybrid
7/30/26	Supplier Side	MarketVision Research	Marketing Research Insights - Data Scientist	Associate, Mid-Senior level	Cincinnati, OH	Hybrid
7/30/26	Other	Unlock Health	Creative Marketing Analyst	Entry level	Nashville or Chicago; remote	Hybrid, Remote
7/29/26	Other	Hudson Rouge	Marketing Reporting Analyst	Mid-Senior level	Detroit, NYC	Hybrid
7/27/26	Client Side	Welch's	Talent Attraction Manager	Mid-Senior level	Waltham, Massachusetts	Hybrid
7/24/26	Client Side	Ameriprise Financial	Senior Manager - UX research	Mid-Senior level	Minneapolis, MN	Hybrid
7/21/26	Supplier Side	Sentinel.com	Sales Manager	Mid-Senior level	No preferred - Fully remote	Remote
7/14/26	Supplier Side	Fuel Cycle	Account Director	Mid-Senior level, Director	Los Angeles, CA & New York, NY	In Office
7/14/26	Supplier Side	Storyline Strategies	Project Operations Manager	Associate	US Remote (New York, DC, or San	Remote
7/8/26	Supplier Side	Statara Solutions	Director of Insights	Director	United States	Remote
7/6/26	Supplier Side	Ipsos US	Senior Market Research Manager, Healthcare	Mid-Senior level	Chicago, IL; Cincinnati, OH;	Hybrid
7/6/26	Supplier Side	Ipsos US	Market Research Manager, Healthcare Pharma	Mid-Senior level	New York, NY; Washington, DC	Hybrid
7/6/26	Supplier Side	Ipsos US	VP, Online Communities Panels	Director	Culver City, CA; San Francisco,	Hybrid
7/6/26	Supplier Side	Ipsos US	Director/Sr. Director, UX & Human Factors, Medical	Director	Chicago, IL; Washington, DC;	Hybrid
7/6/26	Supplier Side	AAON	Pricing Analyst I	Entry level, Associate	Tulsa or Oklahoma City	In Office, Hybrid,
6/30/26	Supplier Side	BAMM	Insight Manager	Associate, Mid-Senior level	New York City	Hybrid
6/26/26	Client Side	Royal Canin	Insights Manager - Market Intelligence, Royal Canin US	Associate, Mid-Senior level	Creve Coeur, MO (St. Louis Metro)	Hybrid
6/25/26	Supplier Side	Material	Sr. Associate - Global Tracking	Mid-Senior level	Los Angeles, Oakland, New	In Office



Contribute
\$5+ to fund
the ICN



ICN Member Exclusives



NEXT STOP! THE ICN MOBILE CAREER OFFICE
ON THE ROAD. MAKING CONNECTIONS. OPENING OPPORTUNITIES.

UPCOMING STOPS

CHICAGO, IL
CORPORATE RESEARCHERS
CONFERENCE
SEPT 15-17, 2026

DENVER, CO
TMRE
OCTOBER 5-7, 2026

YOUR CAREER. YOUR JOURNEY. OUR COMMUNITY.

LET'S CONNECT!

MORE CONNECTIONS. MORE OPPORTUNITIES. MORE IMPACT.

WHERE INSIGHTS PROFESSIONALS CONNECT, TRANSITION, AND THRIVE.
ICN MEMBERS ENJOY EXCLUSIVE BENEFITS!

JOIN ICN FOR FREE TO UNLOCK THESE BENEFITS!
insightscareernetwork.org

📍 **IA Corporate Researchers Conference (CRC)** Sept 15-17

🎫 15% off : [CRC26-ICN](#)

📍 **TMRE 2026** Oct 5-7

🎫 20% off code: [ICN20](#)

Seller-Doer WORKSHOP

Sales Training for Part-Time MR Salespeople

[View the Program & Reserve Your Spot](#)

ICN Members Save 28%: Code in the LinkedIn Group

4- Part Workshop
beginning August 7 - 28

🎫 Save \$200 with code [SDW26-ICN](#)

September Sneak Peek

Insights Career Confidence Lab
4-part cohort with Blake Hudson. \$100 donation



Unlock Your Next Career Step

Includes an ICN Active Insights Job Seeker
Profile Post on LinkedIn
30-minute 1:1 Insights Career Coaching Sessions

[Book Your Coaching Session](#)



\$50 donation to ICN

**Insights Career Coaching +
Active Insights Job Seeker Spotlight**
https://bit.ly/ICN_Coaching

NEW! 2x Monthly AI for Market Research Workshop



InsightsCareerNetwork.org

AI for Market Research: Beyond the Note-taker

a new TWICE-monthly 1-hour virtual workshop
Space limited to 12/session

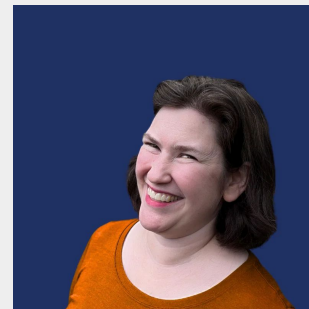
Next edition: August 12 @ Noon CT : **FULL**

September 9 @ Noon CT : **FULL**

September 16 @ Noon CT : **8 spots, 3 grants remain**

Repeats, with updates, two-times monthly and includes:

- A prompt structure that improves what AI delivers, from draft questionnaires to analysis.
- Hands-on practice with before and after prompts to see the difference.
- Tips on do's and don'ts specifically for market researchers using AI.
- A plan for continued exploration



ICN Instructor
Z Johnson

MRXplorer

Head of ICN
Learning &
Research

Register Now

<https://bit.ly/AI4MRX>



Industry Events & Conferences

Networking Events

Aug 6 Toronto

IACC 2026 Summer Boat Cruise

Aug 12 Fitchburg MA

IA Happy Hour Meetup @Thirsty Robot

Aug 12 Multiple

IA Q3 Canada Coffee Connects

Aug 14 Chicago

IA Chicago Golf and Happy Hour

Aug 18 Salt Lake City

IA SLC Networking Happy Hour

Aug 20 Seattle

PSRF + IA West + QRCA

Aug 20 Indianapolis

IA Coffee Meetup

Aug 20 Dallas

IA Dallas Happy Hour Summer Series

Webinars & Continuing Ed.

Sept. 24 Virtual

Quirk's Virtual – DIY Research 2026

Sept 23-24 Virtual

Greenbook's IIEX.AI Conference

 = ICN present

Upcoming Conferences/Summits

Aug 12-13 Athens GA

Future of Insights Conf.

@UGA

Sept. 15-17 Chicago 

Insights Association CRC 2026

Sept. 22 Arlington TX

UTA Mavericks Insights Conf

Sept 24 East Lansing

Spartan Insights Conference

Sept 24 - Virtual

Quirk's Virtual DIY Research

Oct 2. - Boston 

IA N. Atlantic Student Conf

Oct 5-7 Denver 

TMRE

Oct. 27-28 San Fran. CA

IIEX West

Oct 27-29 Virtual

Quant UX Conf

<https://www.insightsassociation.org/Education/Education-Training>

Links to These Events and More! [HERE](#)

 Greenbook

QUIRK'S
MEDIA

QRCA
Where Qualitative Research Professionals Thrive

WRe
WOMEN IN RESEARCH
womeninresearch.org

Free Resources

 MRX PROS

learners
joinlearners.com

IA **INSIGHTS ASSOCIATION**

FREE membership for job seekers!

MRII
MARKET RESEARCH INSTITUTE INTERNATIONAL

 **INSIGHT** platforms

Oct. 2 in Boston: IA North Atlantic Student Conference



InsightsCareerNetwork.org

Introducing Insights Association
North Atlantic Chapter's
Inaugural Student Conference:



"Your Insights Career, By Design"

Friday Oct. 2nd @ Boston University Questrom School of Business

Students and recent grads, join
us in Boston on October 2nd to:

- Explore insights career paths
- Meet industry professionals
- Learn and have fun!



FREE to attend and open to all schools - but space is limited!

Register now at:

<https://northatlanticinsights.regfox.com/insights-association-north-atlantic-chapter-student-conference>

Keynote Speakers

Brian Fowler
Founder
Insights Career Network

Kahren Kersten
Chair
ICN Research on Research

[Sign-up
Link](#)



ICN Friday Forum



NEW SERIES

ICN Insights Career Office Hours

We all hit roadblocks.
Let's face them together.

**Seekers**
Bring your job search struggles, rejections, or messy résumés. We'll help, or find someone who can.

**Allies**
Micromentor, share your experience, and help others!

Fridays
@ 10AM PT / 1PM ET

Insights Career Network

See the ICN Members-Only LinkedIn Group for Zoom information.

Contribute \$5+ to fund the ICN

Insights Career Network |  | InsightsCareerNetwork.org

An illustration of four diverse professionals (two women and two men) sitting around a table, engaged in a discussion. There are laptops, papers, and coffee cups on the table. The background is a soft, watercolor-style blue and yellow.

ICN Friday Forum Open Office Hours Guest Speakers

8/7 Rachel Bonsignore, Vice President, Nielsen IQ Consumer Life

Now Seeking Friday Allies for 2H

Register for Friday Forum
Calendar Invites



InsightsCareerNetwork.org



Volunteer Positions

Now Seeking Committed Volunteers

1. **2027 Seekers & Allies Program Director.**
Plan and deliver our next season of insights career programming, connecting and educating insights professionals affordably twice a month with audiences between 80 and 200.
2. **Insights Career Workshops Director.** Smaller groups are often better for support and growth. So are recurring cohorts. Our NEW Insights Career Workshop programming will have both at affordable rates.



<https://insightscareernetwork.org/actively-seeking-allies/>

Next ICN Seekers & Allies Meetups

Monday, August 17

9am PT/10am MT/12pm CT/1pm ET

Learning together:

Steve Levine - Small Wins, Big Impact: Practical Steps
Toward More Inclusive Research

Next Up:

9/08 (TUES) Lisa Stryker - *3·2·1: A Job Search Resilience Framework*

9/21 Priscilla Cheung - *Flipping the Narrative: Turning "Disadvantage" into
Your Strongest Differentiation*

10/5 Learning together: Panel Discussion on Building Engagement and
Trust with participants

Dr. Lori Walker
Consultant



ICN Director of
Learning & Research

ICN Career Skills Spotlight:

Real-World Resilience: Navigating Any Challenge With Confidence

Today's Moderator: Dr. Lori Walker

With Special Guest:



Victoria Montoya

Teamwork | Wellness |
Leadership



Weekly newsletter with
insights from the crossroads of
Teamwork, Wellness &
Leadership

REAL WORLD RESILIENCE

Navigating any challenge with confidence

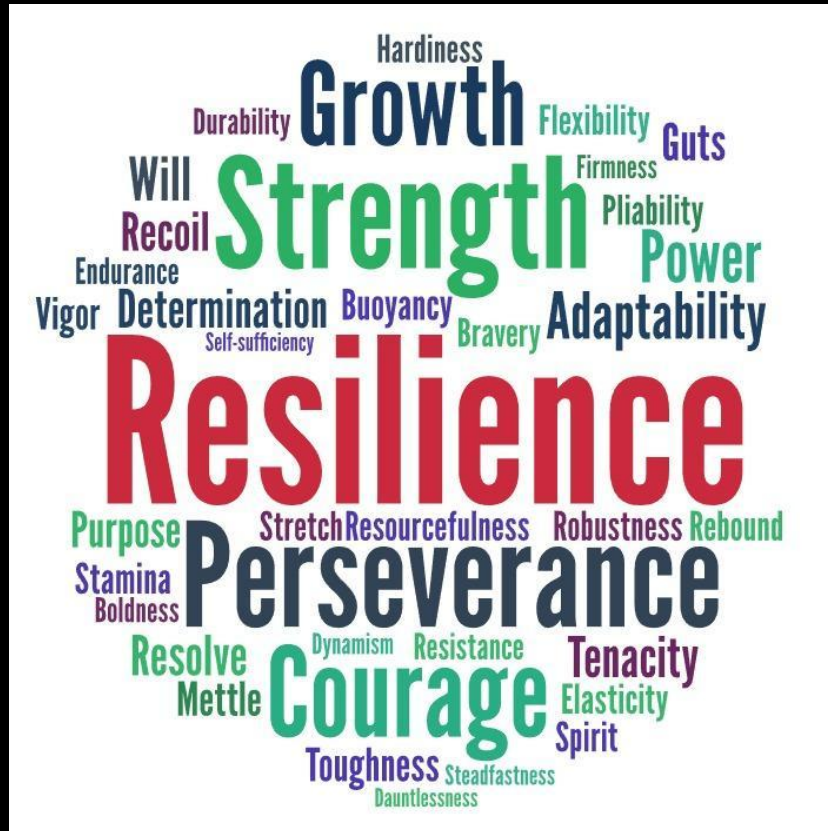
Victoria Montoya, DHSc, MPS, MS, PA(ASCP), CPTD, CHES

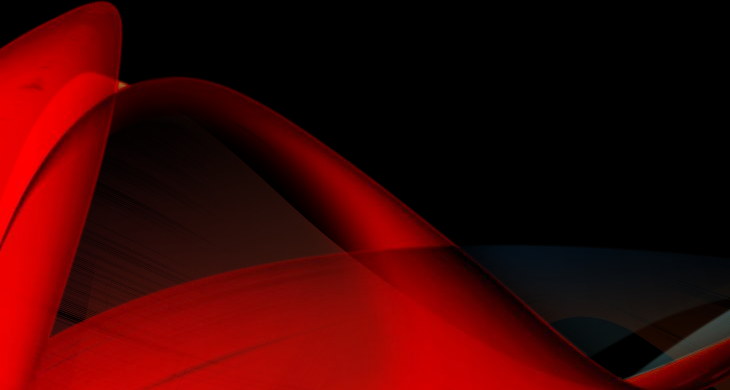


OVERVIEW

- Defining and Redefining Resilience
- The Confidence Loop
- The Navigator's Toolkit

INTRO TO RESILIENCE



An abstract, flowing, red shape that resembles a ribbon or a liquid splash, positioned in the bottom left corner of the slide. It has a glossy, three-dimensional appearance with highlights and shadows.

DEFINING RESILIENCE

- "The process and outcome of successfully adapting to difficult or challenging life experiences, especially through mental, emotional, and behavioral flexibility and adjustment to external and internal demands."

-American Psychological Association



REDEFINING RESILIENCE

- Common misconceptions about resilience
 - Myth #1: Resilience is innate- you are either born with it, or you aren't
 - Truth: Resilience is a learnable skill, an ongoing process of adaptation and growth
 - Myth #2: Resilience means suffering in silence, never showing weakness
 - Truth: Resilience is rooted in self-awareness and seeking help when you need it



REDEFINING RESILIENCE

- Common misconceptions about resilience
 - Myth #3: Resilient people are simply immune to stress and negative emotions
 - Truth: Resilient people feel negative emotions and work to acknowledge and process them to move forward
 - Myth #4: Resilience is solitary, wherein individuals pull themselves up by their bootstraps all on their own
 - Truth: Resilience is highly relational. Mutual support through relationships bolsters the ability to bounce back

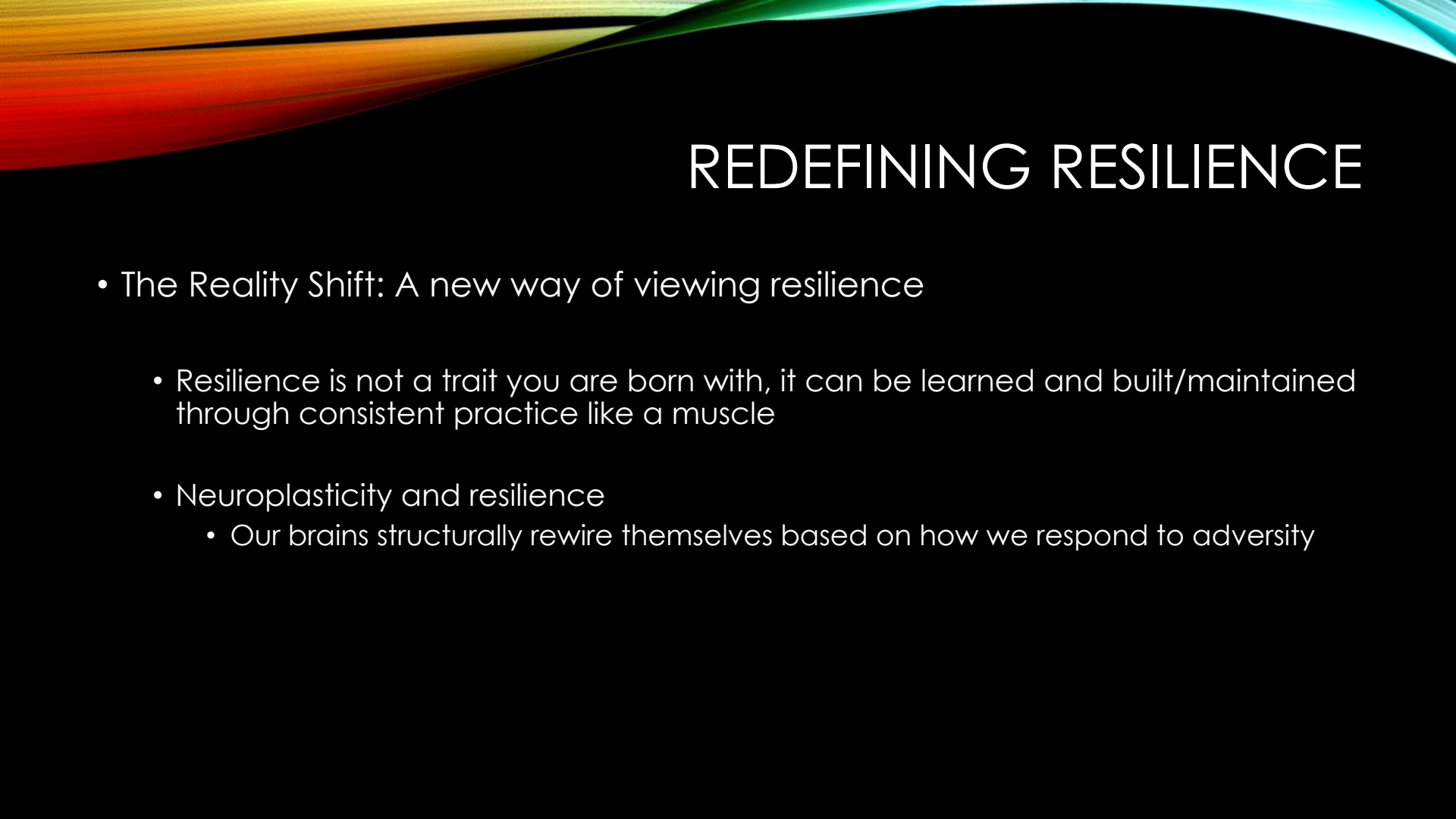
REDEFINING RESILIENCE

Grit

- Passion and Perseverance
- Consistency in pursuing goals despite setbacks
- Keyword: Constancy

Resilience

- Coping and Adapting
- Bouncing back and bouncing forward
- Keyword: Adaptability

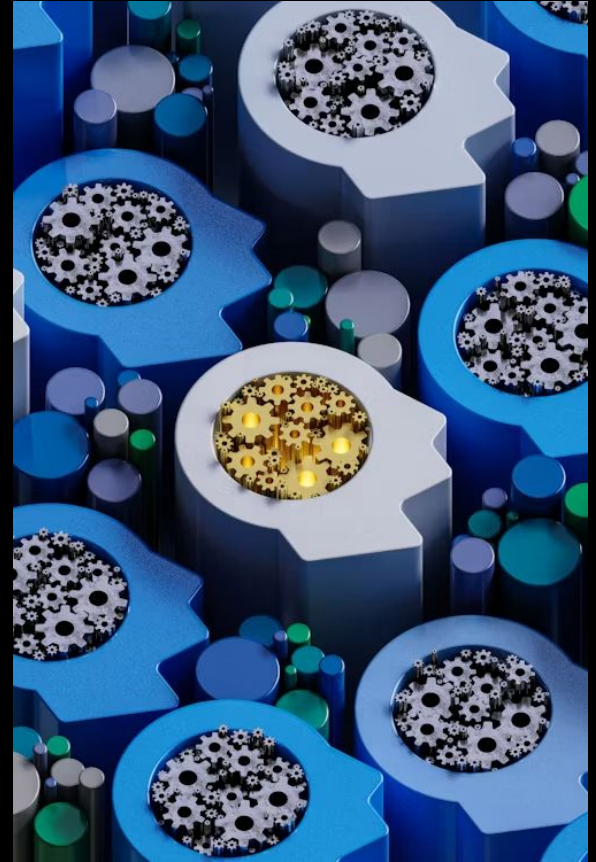


REDEFINING RESILIENCE

- The Reality Shift: A new way of viewing resilience
 - Resilience is not a trait you are born with, it can be learned and built/maintained through consistent practice like a muscle
 - Neuroplasticity and resilience
 - Our brains structurally rewire themselves based on how we respond to adversity

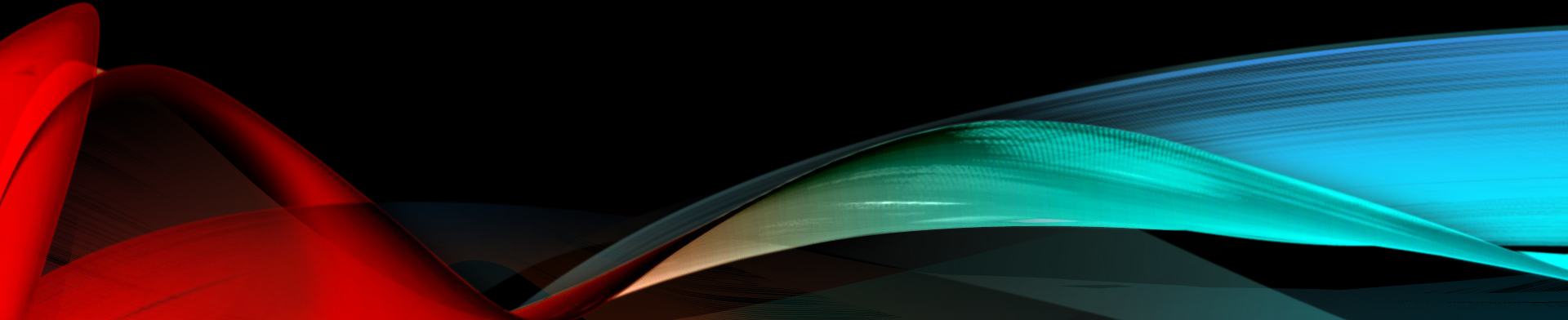
REDEFINING RESILIENCE

- The Mindset Pivot: Building a Resilient Mindset
 - Reframe challenges
 - Practice Self regulation
 - Maintain strong connections
 - Focus on a core purpose



THE CONFIDENCE LOOP

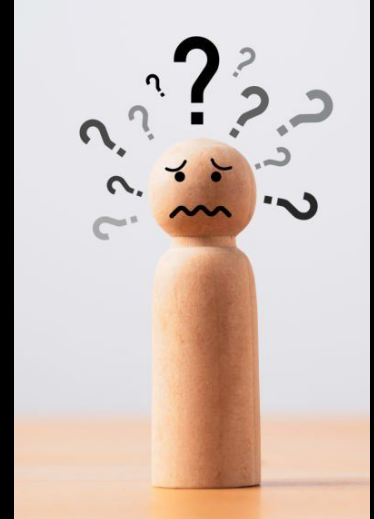
Self doubt will happen, but action precedes confidence....



THE CONFIDENCE LOOP

- Analysis Paralysis

In high pressure situations, overanalyzing can feed a spiral of internal self doubt and fear



THE CONFIDENCE LOOP

- Breaking the Cycle of Analysis Paralysis

Microactions –

take an atomic step- one microscopic,
decisive action within your control



THE CONFIDENCE LOOP

The Confidence Loop

How tiny microactions can generate confidence that builds

01 Encounter Adversity

A sudden roadblock or challenge occurs

04 Generate Confidence

New confidence grows and you bring it with you the next time you encounter adversity



02

Take an Atomic Step

Take one microscopic, decisive action

03

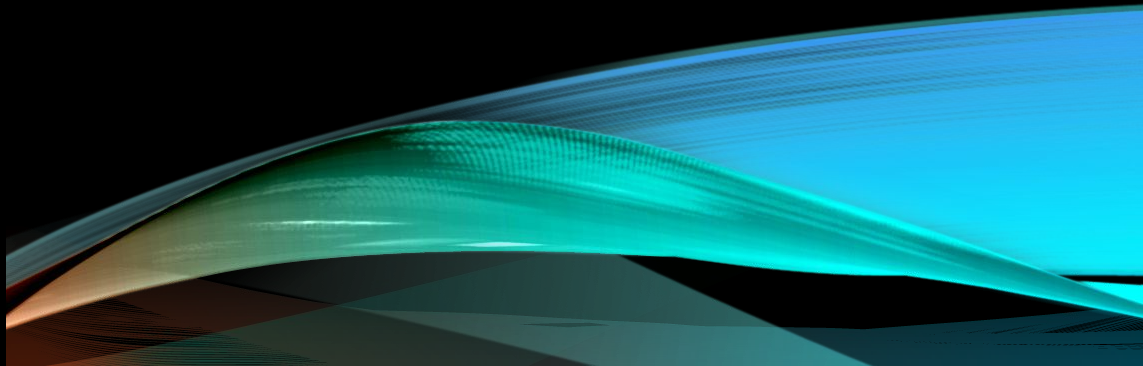
Build Self- Efficacy

The tiny win shows your brain you aren't helpless



THE NAVIGATOR'S TOOLKIT

Practical, immediate tools



THE NAVIGATOR'S TOOLKIT

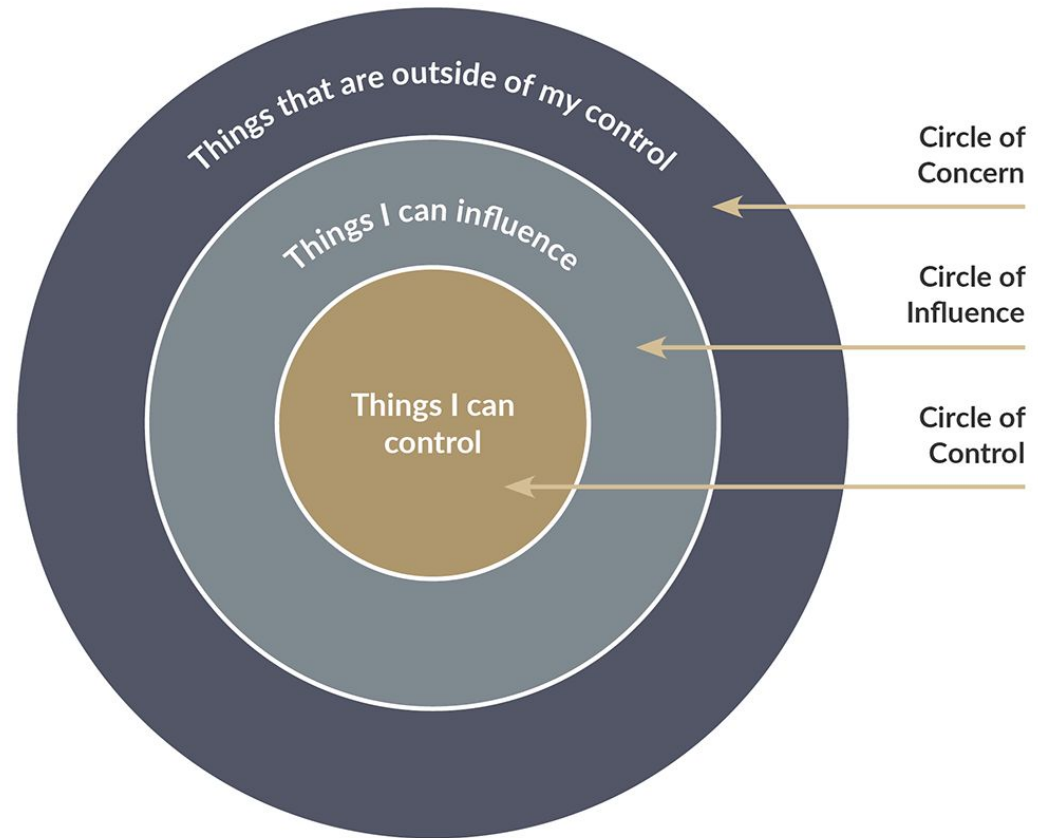
Tool 1- Cognitive Reframing (The Lens)

COGNITIVE REFRAMING



THE NAVIGATOR'S TOOLKIT

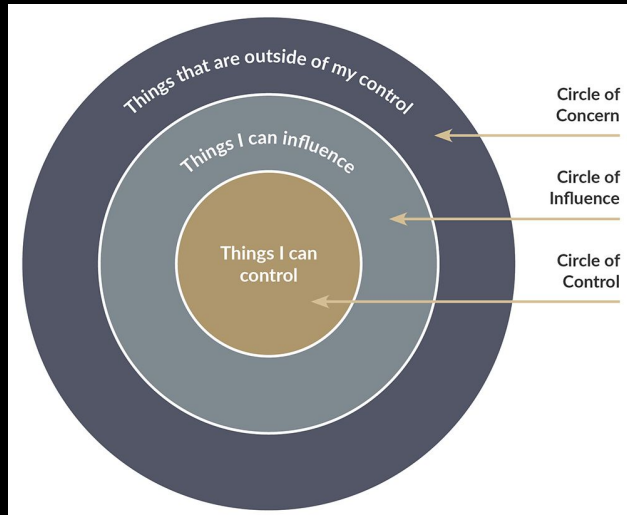
- Tool 2 – The Control Audit (The Filter)
- Stephen Covey's circles of control, influence, and concern



THE NAVIGATOR'S TOOLKIT

- Tool 2 – The Control Audit (The Filter) example

Six months spent on project, market shift right before launch, emergent need to pivot in new direction...



Positivepsychology.com

Circle of Concern

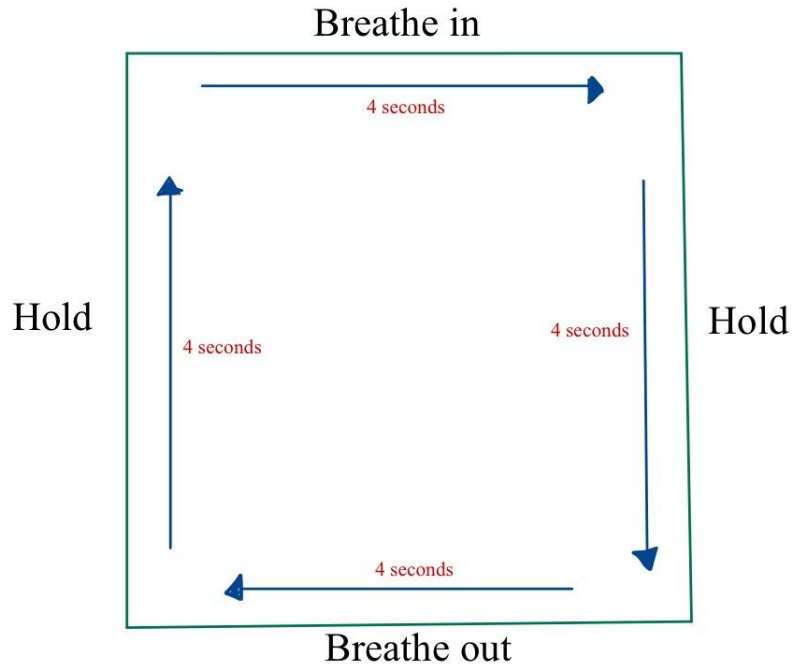
- Market shift
- Leadership decision
- Reactions of others
- Lost time

Circle of Influence

- Team morale
- Timeline for pivot
- Resource Allocation

Circle of Control

- Mindset
- Conduct and Attitude
- Self-care and boundaries



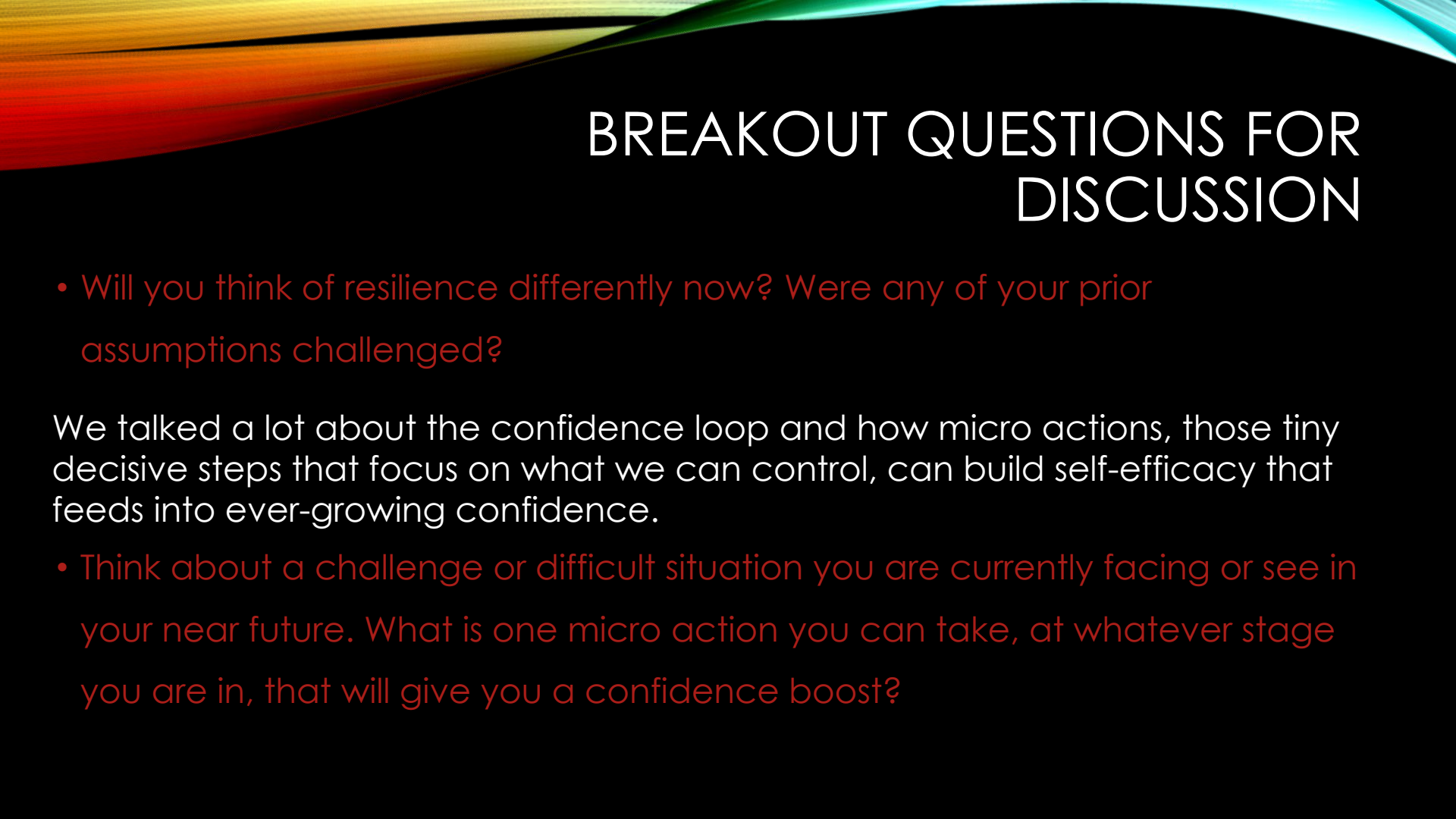
THE NAVIGATOR'S TOOLKIT

Tool 3 – Box Breathing/Tactical
Pause (The Reset)

The background of the slide is a dark, atmospheric photograph of a forest with tall, thin trees. A hand is visible in the lower-left foreground, holding a round, vintage-style compass. The compass face shows cardinal and intercardinal directions. At the top of the image, there is a vibrant, multi-colored abstract graphic that resembles a stylized rainbow or a light flare, transitioning from red and orange on the left to yellow, green, and blue on the right.

FINAL THOUGHTS

- Resilience can be built and learned
 - You have the power to build it
- You can successfully navigate whatever lies ahead



BREAKOUT QUESTIONS FOR DISCUSSION

- Will you think of resilience differently now? Were any of your prior assumptions challenged?

We talked a lot about the confidence loop and how micro actions, those tiny decisive steps that focus on what we can control, can build self-efficacy that feeds into ever-growing confidence.

- Think about a challenge or difficult situation you are currently facing or see in your near future. What is one micro action you can take, at whatever stage you are in, that will give you a confidence boost?

While we set up 15 minute breakouts...

Is Your Company a Friend of ICN?

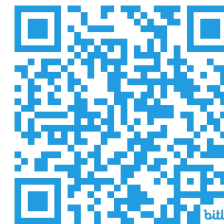
\$500 Donation

**2026 ICN Friend of Seekers & Allies
Supporters receive**

Logo recognition and thanks in all remaining
2026 meetup decks, and viewable recorded
sessions

Gushing monthly appreciation on our LinkedIn
Channel as a Friend of Seekers & Allies

A Friend of the ICN Spotlight post on
[InsightsCareerNetwork.org](https://www.insightscareernetwork.org) and LI.



bit.ly/ICN_Partner

Friends of ICN



Breakouts



Insights
Career
Network



QuestionPro

Free Premium QuestionPro

Master data collection, market research, and analytical skills.

Whether you want to conduct a research project for your portfolio or gain a certification in survey methodology, this access is designed to give you a competitive edge in the job market.



Eligibility:

- Active job seekers
- Professionals in career transition
- Students or individuals building a technical/research portfolio.

https://bit.ly/ICN_QuestionPro



Contribute
\$5+ to fund
the ICN

BYOSample



Industry Partners

ICN Insights Advisory Council

Michelle Auguste, National Basketball Association

Stephen Griffiths, Ex-Post*

Lisa Gudding, IPSOS

Justin Hawkins, Kimberly-Clark*

Maya Kantak, Rocket Mortgage*

Doug Keith, Insights Consultant*

Karen Lynch, Greenbook

Giustina Parisi, University of Wisconsin-Madison

Dan Quirk, Quirk's Media

Giselle Restrepo, Round Peg Consulting

Debby Schlesinger-Hellman, Art and Science of Joy

Jacci Weber, Mars Petcare*

*ICN Co-Founder

Insights Industry Strategic Partners



ICN Seekers & Allies Meetup

The Search: New Research on Career Transition & Joy

Monday, January 5
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

ICN members, find the Zoom link in your email and the ICN LinkedIn Group to join.

With Guests:

- Andrew Cannon
Co-Founder, IQOY
- Melanie Solka
Director at Large, ICN
- Brian Fowler
Executive Director, ICN

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

The Q Report on Unemployment in the Marketing Research Industry

Monday, May 19
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Marlen Ramirez
Assistant News and Content Editor, Quirk's Media

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

Career Conversation with Michelle Augustine

Monday, April 7
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Michelle Augustine
Vice President of Global Media Insights, National Basketball Association (NBA)

Interview to be Conducted by:

- Justin T. Hawkins
Senior Manager, Consumer Insights, Kimberly-Clark

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

ICN Career Transition Success Stories

Monday, June 16
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

Insights Career Network The Job Search and Career Community for Insights Professionals

Bi-Weekly Virtual Seekers & Allies Meetups

Allies wanted for 10-minutes of micro-mentoring in breakouts

InsightsCareer
Network.org



Contribute
\$5 to fund
the ICN

ICN Seekers & Allies Meetup

The Real World — AI Moderator Edition

Tuesday, February 18
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Melanie Solka
Vice President of Education and Events, Insights Career Network

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

Rising Researcher Insights

Monday, April 21
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Scott Worthe
Research Director, Quest Mindshare

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

UXR Gets a Reboot: What AI Means for Your Career

Monday, September 15
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Alec Levin
CoFounder and CEO Learners

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

ICN's RoR Study Reveal: What We Learned from You

Monday, August 18
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

Your Background is Your Greatest Strength

Monday, July 21
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Josh LeMar
International Speaker| Co-Founder, Amplimate

Insights Career Network The Job Search and Career Community for Insights Professionals

Navigating the Future of Research: Insights for Emerging Researchers

Monday, May 5
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

ICN members, find the Zoom link in your email and the ICN LinkedIn Group to join.

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

ICN Community Panel: Struggles, Shifts and Strength

Monday, June 2
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

With Special Guest:

- Zonitzily (Z) Johnson
Owner, MKSplorer
- Bob Goodwin
President, Career Club
- Raina Ruskak
Head of Consumer Insights, StarKist

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN Seekers & Allies Meetup

Hiring in 2025 — Overcoming Challenges & The Role of AI

Monday, June 2
10 am PT / 12 pm CT / 1 pm ET

InsightsCareerNetwork.org

ICN members, find the Zoom link in your email and the ICN LinkedIn Group to join.

With Special Guests:

- Matt O'Mara
Co-Founder, W. Associates
- Kahren Kersten
Executive Insights
- Yogesh Chavda
Vice President, North America
- Randy Adis
AI Research
- Christy Pomagor
Writer & Strategist

Insights Career Network The Job Search and Career Community for Insights Professionals

ICN EXCLUSIVE

Insights Career 1:1 Coaching



INSIGHTS CAREER COACHING & MENTORSHIP

Decades of combined experience.
Focused on your next step.

Get personalized guidance and support from ICN leaders **Brian Fowler, Scott Worthge** and our network of volunteer Insights Allies and industry mentors.

HERE'S WHAT'S INCLUDED:

- Two 20-minute 1:1 Zoom sessions** with a mentor from the ICN community
- Personalized guidance** tailored to your career goals
- Additional research and support** from our ICN team and volunteer mentors

SUGGESTED DONATION OPTIONS

\$99 FOR TWO 20-MINUTE SESSIONS	\$50 FOR ONE 30-MINUTE SESSION
---	--

A limited number of grants are available each month for those in transition or experiencing financial hardship.

Every dollar goes back into the community — supporting ICN's mission to provide a safe, supportive space to explore career paths, navigate transitions, and find inspiration.

Unlock Your Next Insights Career Move

Customized Insights Career Coaching

with Brian, Scott & the ICN Allies



https://bit.ly/ICN_Coaching

The ICN Leadership Team



Brian Fowler
Executive Director

Marketing & Impact



**Head of Marketing
& Impact**

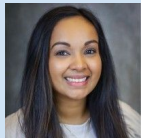
Jocelyn Bayle
Consulting



Melissa Paluch
Consultant



Michelle Onofrio
Consultant



Tasneem Dalal
MMR Research



Aysha Hassan
GLG



Chris Moses
Director of Digital

Events & Member Services

**Head of Events &
Member Services**

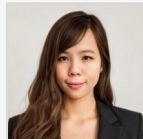
**Chelsey
Popejoy**
The Harris Poll



IRL Events
Sarah Weber
uShip

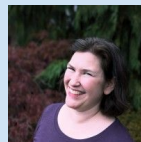


Michele Salomon
Consulting



Pricilla Cheung
Portland/Seattle

Learning & Research



**Head of Learning
& Research**

Z Johnson
MRXplorer



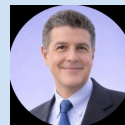
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Tracy Bills
Consultant



Aditi Tandon
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ICN needs your help to Upskill Insights

Few professions have been as affected by the introduction of AI tools and RTO hiring trends as Insights professionals. Compounding years of layoffs and limited growth have left tens of thousands of highly educated and well-experienced professionals with few options. The ICN community and our thousands of Insights Allies are ready to stand up and help us each heal and rebuild.

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The ICN Team



icn@insightscareernetwork.org

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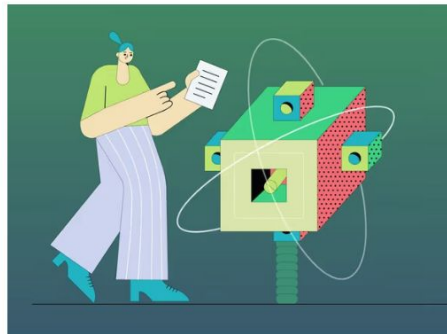


NEW ICN ARTICLES on



Market Research & Insights Careers

Expert advice and industry trends to guide your career growth in market research and insights.



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The Power of Pattern Recognition: How Renee Reeves Built a Career in Market Intelligence.

From aspiring obstetrician to insights professional, Renee Reeves' story reveals how science, curiosity, and purpose can shape a career.



Brian Fowler
Senior Executive Director at Insights Career Network

February 23, 2026

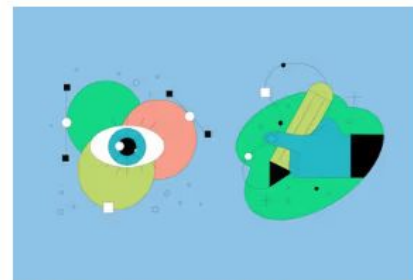
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For insights professionals, unemployment means more than lost income. ICN data shows a profound loss of identity and



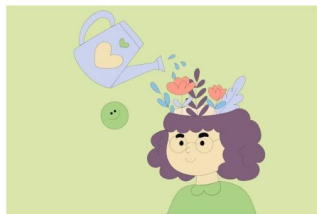
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Brian Fowler
Senior Executive Director at Insights Career Network

February 13, 2026

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Jamie Jurgaitis

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Brian Fowler
Senior Executive Director at Insights Career Network

January 19, 2026

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NEW ICN ARTICLE on QUIRK'S MEDIA



Narrow career entryways create a quiet crisis for Gen Z in insights

BY TRACY H. BILLS, ADITI TANDON | MARCH 31, 2026

⌚ READING TIME: 6 MINUTES



Abstract

Gen Z brings the capabilities the future of insights demands. However, the entry point into insights has quietly shifted, with roles once designed for learning now resembling mid-level jobs, creating a high barrier for new talent.

Beyond job seekers: The hidden emotional weight on hiring in insights

BY RANDY ADIS, BRIAN FOWLER, KAHREN KERSTEN | DECEMBER 16, 2025

⌚ READING TIME: 8 MINUTES



Abstract

Insights Career Network's Hiring Study reveals that today's hiring managers and recruiters are fatigued by overwhelming volumes of poorly matched applications. Instead of clarity, the surplus of resumes often creates frustration, second-guessing and emotional burnout on the hiring side.

Understanding and navigating the evolving insights job market

BY BRIAN FOWLER, KAHREN KERSTEN, RANDY ADIS | APRIL 8, 2025

⌚ READING TIME: 5 MINUTES



Abstract

The Insights Career Network (ICN) has closely observed the evolving job market shaped by rapid changes in hiring processes. In 2024, ICN conducted research to explore the impact of these shifts, including AI advancements, remote work and economic uncertainty.

Old way vs. new way – how the hiring process has evolved

BY RANDY ADIS, KAHREN KERSTEN, BRIAN FOWLER | JULY 22, 2025

⌚ READING TIME: 6 MINUTES



Abstract

Has hiring become a system designed for volume over human connection? Members from the Insights Career Network discuss the current hiring landscape from the perspective of insights job seekers and hiring managers.

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ICN takes on Washington D.C. and IIEX N.A.



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Hunter Threadgill, Ph.D. • 1st
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4d · 📍
Had an absolute blast at the first day of IIEX North America. Great presentations and, more importantly, connections all around. Thank you to the **Insights Career Network** for sponsoring me this year.

If we didn't have the chance to connect today, don't hesitate to reach out here! The Insights Community is full of some of the most incredible people, and I would love to meet you!



...s Career Network
nd · 📍
and a conversation that clearly hit a nerve
IIEX North America. One question captured it: "Is #AI going to
from an early career researcher. It reinforced exactly
Career Network exists. There's a real gap between how candidates
re and what hiring managers are actually looking for—and we're
nnect those dots. And while that question came from someone
near, this conversation is relevant at every stage—ICN is built for
m of the Insights community.

he path isn't disappearing, but expectations are shifting. It's less
g outputs, and more about being the storyteller—connecting
ness impact and guiding how companies think about and
gically.

Jordan, Stan Sthanunathan, Matt O'Mara and Scott Worthge,
or giving us the stage—and everyone who showed up and leaned
ation.
ights #FutureOfWork #CareerGrowth #Greenbook #InsightsCar



Thank you for raising \$1,000 to fund the ICN 501(c)(3)!





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The first \$5k raised will go to **one-time startup costs**, including **working with a nonprofit formation expert** to help us organize, structure, and file to make the **ICN a 501(c)(3)** non-profit organization dedicated to educating and supporting research and insights professionals going through career transitions and 2025 ICN BizOps.



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to fund our nonprofit formation and annual operations.



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HELP THEMSELVES**

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