

Flipping the Narrative: Turning "Disadvantage" into Your Strongest Differentiation



Insights
Career
Network

Monday, September 21, 2026

Agenda

- 1 Welcome & Check-In
- 2 ICN Announcements
- 3 Flipping the Narrative: Turning "Disadvantage" into Your Strongest Differentiation with Pricilla Cheung
- 4 Breakouts
- 5 NEW Celebrating Successes in Search: Open mic

ICN ANNOUNCEMENTS

The ICN Leadership Team



Brian Fowler
Executive Director

Marketing & Impact



**Head of Marketing
& Impact**

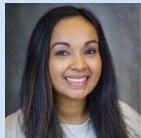
Jocelyn Bayle
Consulting



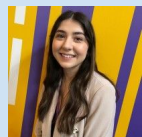
Melissa Paluch
Consultant



Michelle Onofrio
Consultant



Tasneem Dalal
MMR Research



Aysha Hassan
GLG

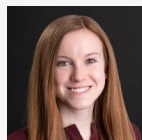


Chris Moses
Director of Digital

Events & Member Services

**Head of Events &
Member Services**

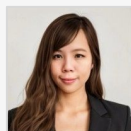
Chelsey Popejoy
The Harris Poll



IRL Events
Sarah Weber
uShip



Michele Salomon
Consulting



Pricilla Cheung

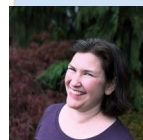


Sibel Raif



Tom Sommers

Learning & Research



**Head of Learning
& Research**

Z Johnson
MRXplorer



Mike Donatello, PhD.



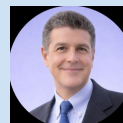
Dr. Lori Walker
Consultant



Tracy Bills
Consultant



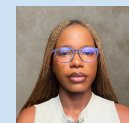
Aditi Tandon
Consultant



**Olivier Clot de
Broissia**
Dallas



**Dr. Melika
Kordrostami**
Professor



Bella Fatoki

Partnerships & Industry Relations



**Head of Partnerships
& Industry Relations**
Gabe McElwaine
i-Genie.ai

Marketing@InsightsCareerNetwork.org

ICN@InsightsCareerNetwork.org

Learn@InsightsCareerNetwork.org

Partner@InsightsCareerNetwork.org



NEW: Insights Career Hub



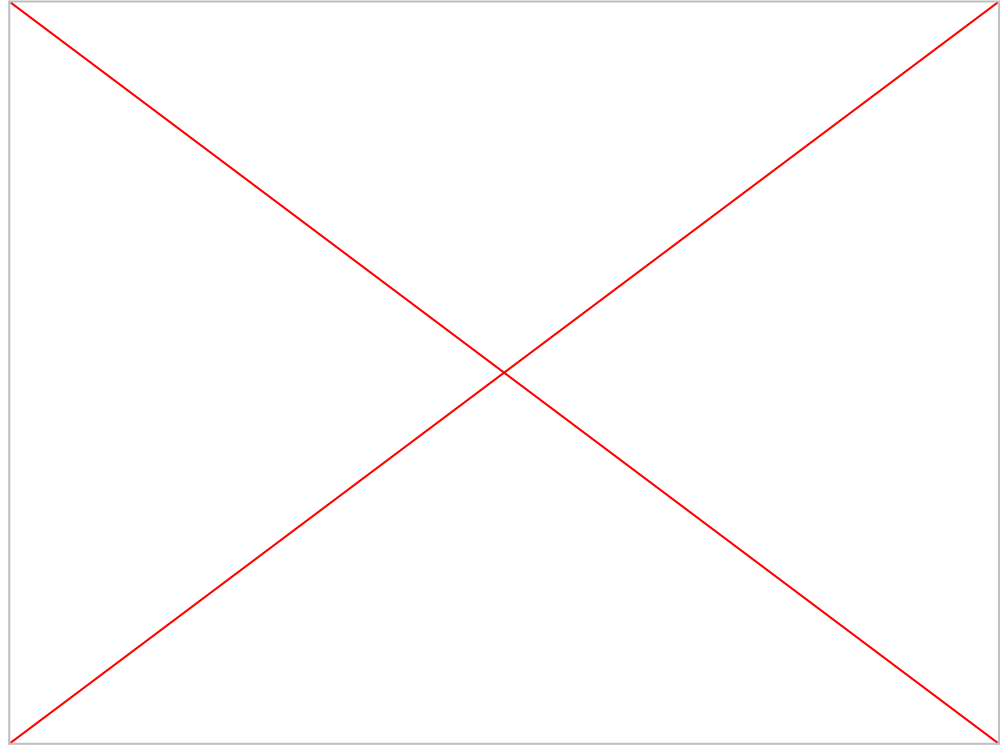
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New Mission, Vision, and Values

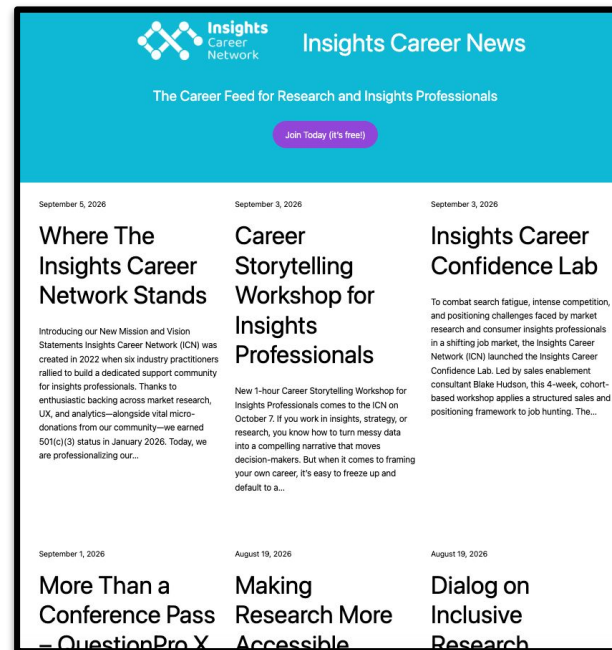


Our Mission

The Insights Career Network (ICN) supports insights professionals across all career stages, from entry-level practitioners to team leads, founders, and consultants. Powered by transparent original research on the insights labor market and free, open-access resources, we facilitate peer connections, continuous upskilling, and practical career navigation to help professionals build resilient, lifelong careers and organizations find the talent needed for the future. ICN prepares the talent driving business growth and collectively strengthens the Insights profession.

ICN Vision

We envision a global economy where strategic decisions are anchored in human insight, and every practitioner has open access to a thriving, self-sustaining community. In this future, professionals navigate industry change with confidence and ownership, while organizations connect seamlessly with a dynamic, highly skilled talent network.

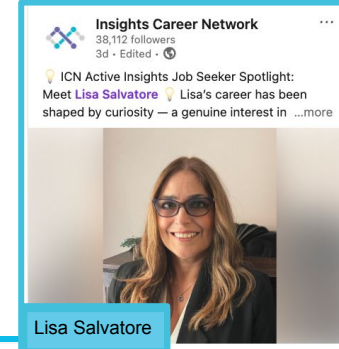
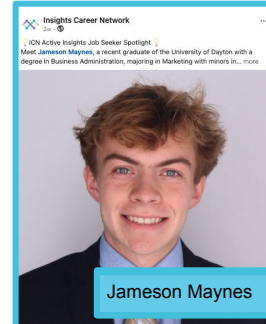
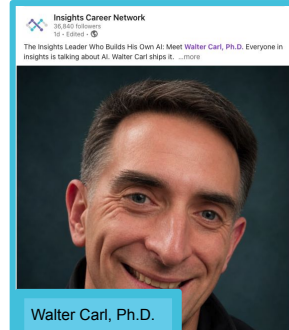
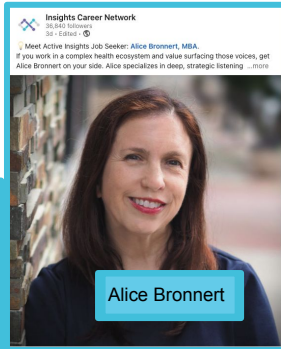


Read our Great 8 Core Values <https://insightscareernetwork.org/insights-career-network-mission/>

ICN Active Insights Job Seeker 2026 Summer Spotlight Series



Profiles of professionals verified by the ICN to be real, experienced, and ready insights people.



Your Profile
Here



New Insights Career Workshops!



NEW! AI FOR MARKET RESEARCH WORKSHOP
Beyond the Note-taker Series

AI for Market Research: Beyond the Note-taker

- a new TWICE-monthly 1-hour virtual workshop
- Space limited to 12/session
- Key topics include prompt structures and do's & don'ts
- Hands-on exploration

Led by ICN Instructor Z Johnson, MRXplorer, Head of ICN Learning & Research

<https://bit.ly/AI4MRX>

Register Now

**Tell Your Story:
A Career Storytelling
Workshop for
Insights Professionals
New Workshop!**

Featuring Gillian Salerno-Rebic & Maria Burke, Co-Founders, North & Form

October 7th @ 10 am PT | Noon CT | 1 pm ET | Duration: 1 hour

Capacity limited to 10; 4 grants available

Registration Donation: \$50 unemployed / \$100 employed

Register Now

Registration Now Open

**Insights Career
Confidence Workshop**
October Cohort

Led by Blake Hudson

- A 4-week workshop to reframe your experience
- Master storytelling
- Stand out in the job market

**October 9 |
Fridays in October**

11 am Pacific / 2 pm Eastern

Recommended donation: \$100

Register Now

Register Now! Space is limited. https://bit.ly/ICN_Workshops



Industry Events & Conferences

Networking Events

Sept 23 Chicago	IA Pilates on the Lake
Sept 29 Orlando	IA Member Appreciation Taco Night
Oct 1 Boston	Boston Networking Night (Pre-Conf.)
Oct 8 Portland	Portland Insights Association Network and Learning Event
Oct 8. Houston	Tex-MRX Day: Houston
Oct 15 Orange County, CA	IA OC Insights Social

Webinars & Continuing Ed.

Sept. 24 Virtual	Quirk's Virtual – DIY Research 2026
Sept 23-24 Virtua	Greenbook's IIEX.AI Conference
Sept 24 Cincinnati	Wire - Reimagining Research for a New Generation of Insight

 = ICN present

Upcoming Conferences/Summits

Oct 2. - Boston	 IA N. Atlantic Student Conf
Oct 5-7 Denver	 TMRE
Oct. 7-9 New York City	Learners Research Week East
Oct. 27-28 San Fran. CA	 IIEX West
Oct 27-29 Virtual	Quant UX Conf
Nov. 3 -4 Atlanta	ESOMAR NA Conference
Nov. 4-5 Virtual	Quirk's Virtual Global Event
Nov. 10-11, Virtual	Qualitative Insights Conf.
Feb 9-11 Palm Springs	QRCA

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

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

 Greenbook

QUIRK'S
MEDIA

QRCA
Where Qualitative Research Professionals Thrive

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womeninresearch.org

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joinlearners.com

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FREE membership for job seekers!

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 **INSIGHT**
platforms

ICN Member Exclusives & Resources



HOME REIMAGINE OUTPLACEMENT ABOUT US PODCASTS BLOG

REIMAGINE · YOUR AI CAREER STRATEGIST

**Your next chapter,
built around who you are.**

Reimagine turns who you are into a job search
strategy you can act on.

For midcareer and senior professionals.



**Unlock Your
Next Career
Step**

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

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\$50 donation to ICN

**Insights Career Coaching
Active Insights Seeker Spotlight**

https://bit.ly/ICN_Coaching



 20% off code: **ICN20**

October 15, 2026  Code **ICN**



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 Speaker

Brian Fowler
Co-Founder
Insights Career Network

*Grounded in
Human Truth
Driving the Future
of Insights in Your
First 5 Years*

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 resumés. We'll help, or find someone who can.

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

ICN Members-Only

Insights Career Network |  | InsightsCareerNetwork.org

Fridays
@ 10AM PT / 1PM ET

Insights Career Network

Contribute \$5+ to fund the ICN



ICN Friday Forum Open Office Hours Guest Speakers

- 9/25 Aaron Cruikshank. Topic: Market Research vs Market Intelligence
- 10/2 Friday Forum Ask Me Anything session with breakout
- 10/9 Steve August - ADHD Entrepreneur



Register for Friday Forum
Calendar Invites

InsightsCareerNetwork.org

Next ICN Seekers & Allies Meetups

Monday, October 5

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

Becoming a More Culturally Intelligent Researcher
with Reggie Alston, Meiling Fong, and Reyna Hohagen

Dr. Lori Walker
Consultant



**ICN Director of
Learning & Research**

Next Up:

10/19 Melanie Courtright: The Unfinished Leader

11/02 Yogesh Chavda: Decision Engineering - Is this the future of insights?

11/17 Tracy Paukstys: Your Influence Starts Before You Speak - Know Your Internal Operating System

ICN Career Skills Spotlight:

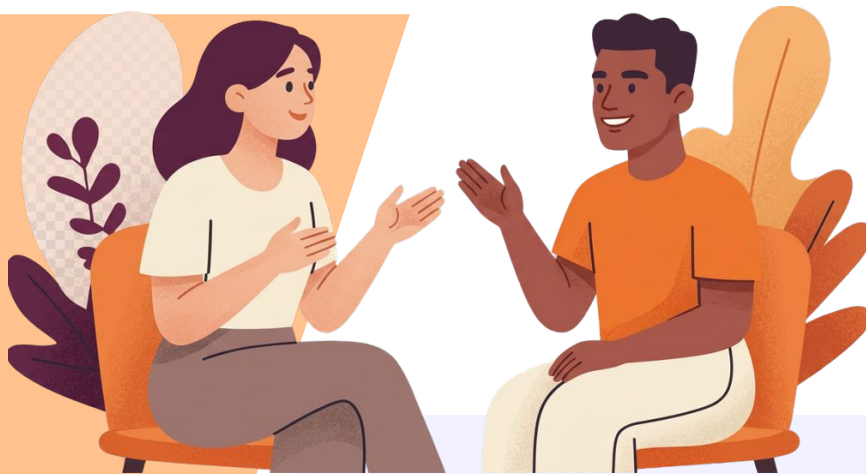
Flipping the Narrative: Turning "Disadvantage" into Your Strongest Differentiation

Moderator: Dr. Lori Walker

Pricilla Cheung

- Cultural Insights Researcher & Strategist
- Specializes in using cultural intelligence to drive global product and brand resonance
- Lived: 5 countries; traveled: 70+ countries; languages: 6





Flipping the Narrative

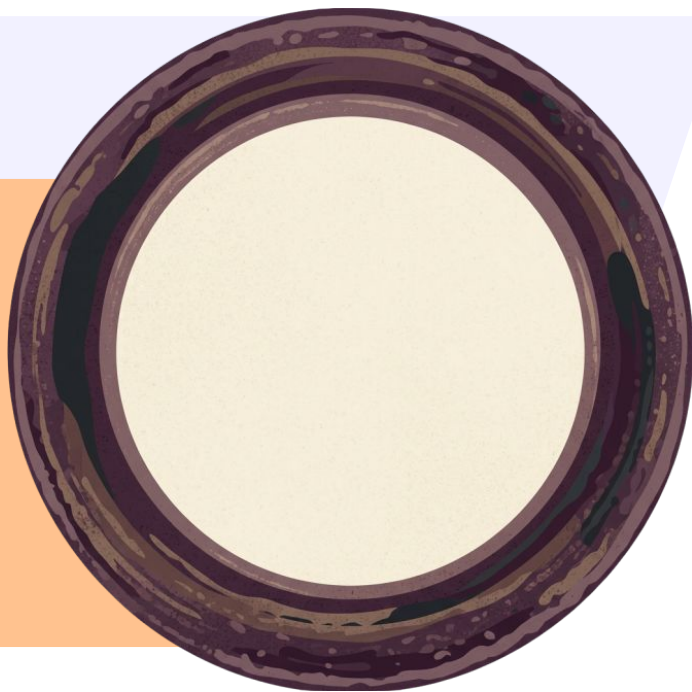
Turning "Disadvantage" into
Your Strongest Differentiation

Presented By: **Pricilla Cheung**
Cultural Insights Researcher & Strategist



The Elephant in the Room

- The job market is volatile. brutal. competitive.
- The ATS algorithm wants the "standard mold."
- We are all trying to fit a rigid template.



What are you apologizing for?

The Silent Audit

Think of the one thing on your resume you quietly hope a hiring manager doesn't look at too closely.

Share in the chat:
if you have something in mind.

The "Undesirable" Profile

My job searching experience in Denmark

Every application felt like a negotiation against my own profile. Each box I couldn't check felt like a wall. But what if the wall was actually a door?



Disadvantage 01

Non-EU Citizen —
Visa sponsorship
required

Disadvantage 02

Non-Native Danish
Speaker — perceived
language barrier

Disadvantage 03

Person of Color
Foreigner — racial
biases

Disadvantage 04

Pivoting industries —
Non-profit to For profit



You can't out-local a local

The Turning Point

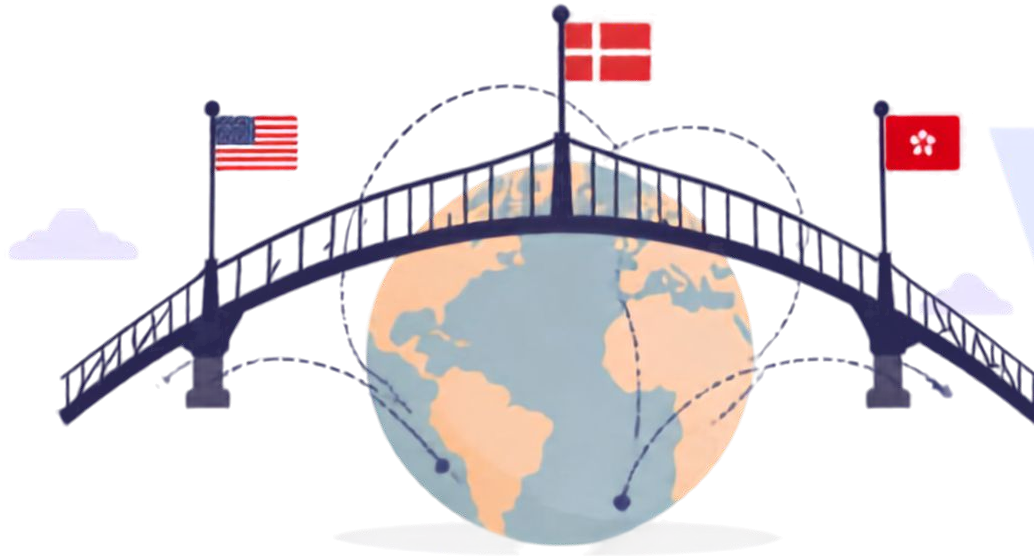
If I tried to position myself as a 'standard Danish candidate,' I'd be competing directly against 'Camilla Jensen.' Camilla was born and raised in Aarhus, went to Copenhagen Business School, speaks native Danish, and has an uncle who knows the hiring manager.

On that rubric, I lose every single time. I'm just a Camilla Wanna-Be.

The Cross-Cultural Bridge

The "Differentiation Stack"

The missing link for Danish brands expanding to the US and Asia — built from everything they said was a disadvantage.



Asset

01

Multilingual
Proficiency: 6
Languages

Asset

02

Lived experience
across 5 countries in 3
continents

Asset 03

Deep Cultural
Intelligence and truly
Global Lens

How to Build Your Bridge

The 3-Step Narrative Flip Framework



Step 01

Audit the Current “Gap”:
Stop hiding it; Name it.



Step 02

Find the Inversion Value:
What unique blind spot
does this gap allow you to
see?



Step 03

Build the Stack: Combine
your non-traditional traits
into a category of one.

Finding the Inversion Value

Every perceived gap hides a hidden business value.

Screenshot these flips for future reference.

PERCEIVED GAP

The Pivot

I don't have 10 years
in pharma.

The Career Gap

I took a personal/
maternity/ care- giving
break.

The Overqualifier

I look too "expensive"
and unmoldable.

INVERSION VALUE

I bring cross-industry pattern
recognition that prevents
corporate group-think.

I bring high adaptability and
real-world consumer empathy.

Seasoned judgment that
mitigates risk and optimizes
research dollars.



The Peer-to-Peer Flip

Work in pairs. Follow the 3 steps below.
Your partner will uncover something you
cannot see about yourself!

Step 1 — The Confession

Partner A shares the "barrier" they
usually hide or apologize for in
interviews or on their resume.

Step 2 — The Outside Lens

Partner B acts as the Consultant.
You cannot agree it is a weakness.
Identify the hidden business value.

Step 3 — The Pitch

B tells A: "Instead of apologizing for
that, you can rebrand it as..."





Let's Hear Your Flips.

What did your partner uncover for you that
you could not see from inside the jar?

Your edge was always there,
now you can see it.

Stand Out by Owning Your Edges

Let's Bridge the Gap Together

Connect with me to chat about cross-cultural research, localization strategy, and global market expansion.

LinkedIn: Pricilla Cheung
Email: pricilla1009@gmail.com



Let's Talk 01

Cross-cultural research
& consumer insights

Let's Talk 02

Localization strategy for
global brands

Let's Talk 03

Global market
expansion into/from
the US & Asia

Welcome back from 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

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



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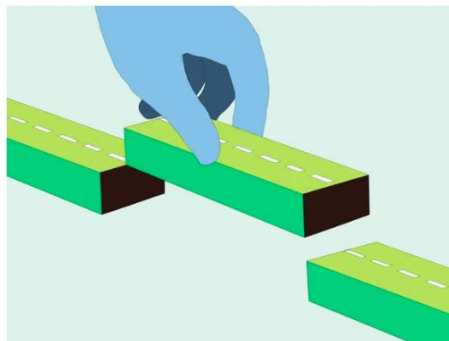


Brian Fowler ▾

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Market Research & Insights Careers

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



MARKET RESEARCH & INSIGHTS CAREERS

Beyond the Linear Path: Sandeep Bansal's Evolution from EMT to Senior Data Analyst

Learn how Sandeep Bansal turned a healthcare background and self-taught tech skills into a career in research and insights.



Brian Fowler

Senior Executive Director at Insights Career Network

August 13, 2026

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About this channel

Hosted by Greenbook in proud partnership with the Insights Career Network — a premier non-profit dedicated to supporting insights professionals — this channel is your go-to hub for career growth. Together, we bring you expert-authored articles, exclusive industry trends, and the latest job openings designed for both newcomers and seasoned veterans. Dive in to stay ahead, build your skills, and connect with the heartbeat of the insights, data, and analytics community.

Hosted by

Greenbook
Editorial Team

Latest Market Research Jobs

Discover the latest career opportunities in market research, insights, and analytics from across the industry.

8 ACRE PERSPECTIVE

Remote

Financial Services Marketing Research
Screenshot

WELLER AND COMPANY

Director- MedTech

East Coast, US

WIZARDS OF THE COAST

Research Manager

Seattle, WA (Renton)



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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.

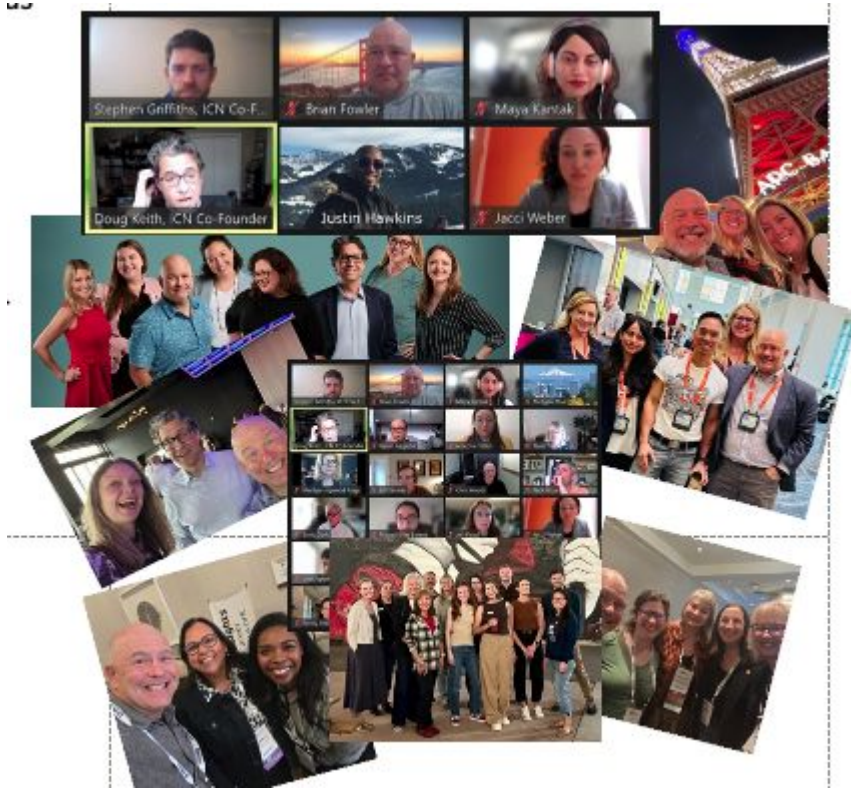
https://bit.ly/ICN_QuestionPro



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connected insights profession.



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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



Master of Science
in Marketing Research
Broad College of Business





Thank you!



The ICN Team



icn@insightscareernetwork.org

InsightsCareerNetwork.org

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the ICN

Curated Career Resources

Original ICN Insights Career Resources

[Insights Short Shows List: Short-duration IRL insights conferences](#)

[AI in Insights: Tools and Tips for Insights Professionals](#)

[Hiring in Insights](#), a special original research study from the ICN

[Beating Bias When Building Teams](#)

[ICN 30-Day Networking Challenge \(PDF\)](#)

[Really, What IS Networking \(PDF\)](#)



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Google Sheets

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Google Sheets



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AI in Insights

Curated Insights Resources

(FREE) AI Tools for Market Research

AI Courses & Learning Tools

Articles & Newsletters

InsightsCareerNetwork.org/ai/



Free Membership for those
Seeking Employment

esomar
Young Society

€100 / year

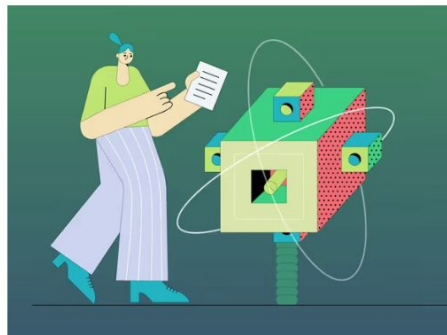
for professionals under 31

NEW ICN ARTICLES on



Market Research & Insights Careers

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



MARKET RESEARCH & INSIGHTS CAREERS

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

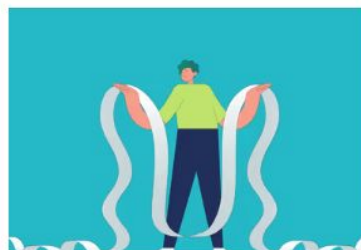
From aspiring obstetrician to insights professional, Renee Reeves' story reveals how science, curiosity, and purpose can shape a career.



Brian Fowler
Senior Executive Director at Insights Career Network

February 23, 2026

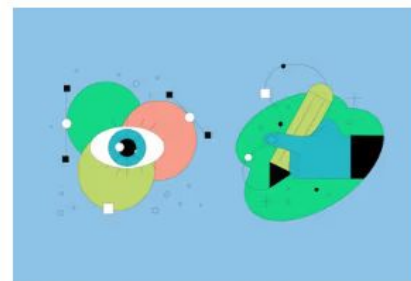
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MARKET RESEARCH & INSIGHTS CAREERS

The Emotional Rollercoaster of Unemployment in Insights: Why It Matters

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



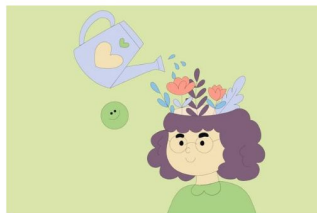
MARKET RESEARCH & INSIGHTS CAREERS

Our Identities Shape Our Insights, and AI Could Be the Great Multiplier

Based on nearly 480 professionals, ICN

Market Research & Insights Careers

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



MARKET RESEARCH & INSIGHTS CAREERS

Listening Between Worlds: How A Third Culture Kid Mindset Redefines Insights

Grounded in cross-cultural experience, Jonathan helps organizations surface overlooked human truths where identity, markets, and culture meet.



Brian Fowler
Senior Executive Director at Insights Career Network

February 13, 2026

[Read article >](#)

Market Research & Insights Careers

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



MARKET RESEARCH & INSIGHTS CAREERS

Why Attend Local Conferences IRL? For the ROI

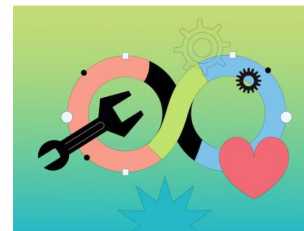
For insights careers, local conferences matter most —offering connection, practical learning, and direct access to employers hiring now.



Jamie Jurgaitis

Market Research & Insights Careers

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



MARKET RESEARCH & INSIGHTS CAREERS

Where Technical Acumen Meets Consumer Empathy: The Whole-Brain Journey of Jodi Koehler

From lab equations to mannequin heads, Jodi Koehler discovered consumer research by bridging chemistry with real human experience.



Brian Fowler
Senior Executive Director at Insights Career Network

January 19, 2026

[Read article >](#)

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.

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



InsightsCareerNetwork.org



Hunter Threadgill, Ph.D. • 1st
Global Insights, Analytics, and Strategy Leader for B2B and B2C ...
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



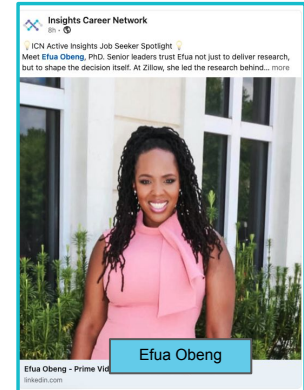
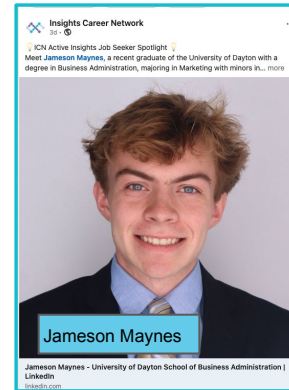
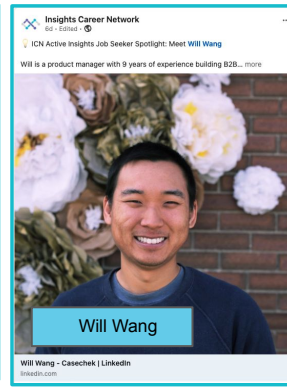
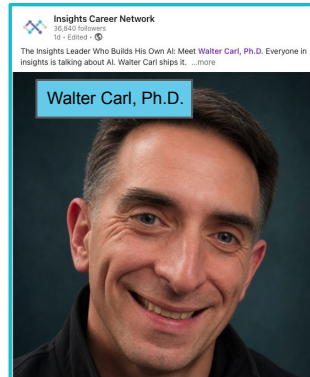
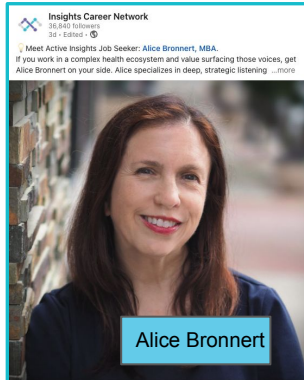
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Insights Career Network

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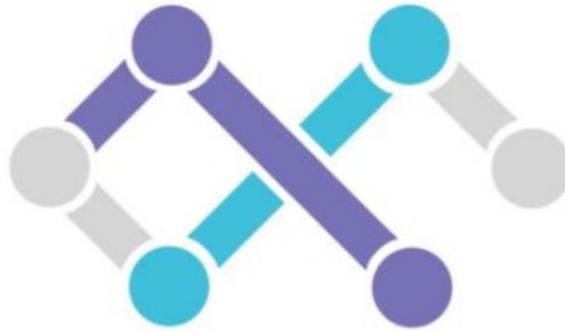


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