

**JOHN LEE, MBA**  
**Senior Research Consultant**

John Lee's market research, marketing, strategic planning and management experience spans over forty years and a variety of industries. He has designed marketing plans and strategies for businesses large and small; hired trained and managed sales forces; facilitated and developed strategic plans; conducted over fifteen hundred focus groups and countless executive interviews; designed and managed numerous market surveys; and worked effectively with diverse groups and organizations.

John's marketing expertise has been recognized by local and regional ADDY's, the American Marketing Association Pinnacle Awards and also in such publications as The Wall Street Journal, Hospitals, Advertising Age, Medical Economics and Marketing News.

Past positions held include president of a market research firm (subsidiary to an advertising agency); chief operating officer, vice president - strategic services, and marketing director for an advertising agency; founder and publisher of a weekly newspaper with a circulation of over 20,000; president and founder of a nationally recognized health care marketing consulting firm; and marketing director at both a university medical center and a major acute care hospital.

John holds a Masters in Business Administration from Rockhurst University in Kansas City, Missouri and a Bachelor of Science in Business Administration from Washington University in St. Louis, Missouri. In addition, his community efforts over the years have been recognized by such civic organizations as Nebraska Special Olympics, the Boy Scouts of America, the Omaha Bar Association, and Landmarks, Inc.

John served in the United States Army, 3<sup>rd</sup> Infantry Division (1970-1973) and received an Honorable Discharge (1986) with the permanent rank of Captain.

