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Hannah Baker Hitzhusen is Vice President, Qualitative Research with CMI. Hannah has over 20 years of market research and marketing experience on the supplier and client sides. A trained moderator (RIVA) and facilitator (Synecticsmethod), Hannah is well-versed in a variety of qualitative methodologies and conducts research including observational research, online bulletin boards, in-depth interviews and focus groups- both traditional and via telephone. She specializes in healthcare, health policy, and pharmaceutical products and services, business-to-business concerns and processes, and consumer goods and packaging. Hannah previously worked in marketing research at TNS Intersearch, Elrick & Lavidge, and Solvay Pharmaceuticals, Inc. She graduated from Rice University with a BA in 1986. Hannah has served in the leadership of QRCA (the Qualitative Research Consultants Association).