

## Steve Gentile

moderator — interviewer — consumer ethnography  
[steve@thinktanknyc.com](mailto:steve@thinktanknyc.com)  
917-496-8216

### **"And remember Steve - don't talk to strangers!"**

— *mom's mantra when I was growing up*

Steve is a dynamic marketing research moderator with extensive experience working with large and small companies, advertising/communications agencies, and clients worldwide in primary qualitative marketing research, public opinion gathering and consumer testing. He works with business professionals and everyday people of all age groups in focus groups and individually. For the development and exploration of advertising, communications, user experience, products and services, he enjoys working in the following areas: consumer goods and services, medical/healthcare, entertainment, technology, food/beverages, and fashion.

His personal approach to consumer research and interviewing is with a curious nature, an inquiring sensibility, and an open mind with a desire to explore and reveal consumer insights through personal story telling. Incorporating his prior work experience in documentary filmmaking production and professional interviewing, Steve's style of intelligently talking to diverse people and having them feel comfortable enough to reveal their personal truth is nothing new and comes naturally to him. It's that personal narrative that he loves and enjoys.

Steve: "My formative years? I am from a large extended family and family re-unions were like the circus came to town. They were always a lot of fun. Always too many loud, opinionated people, talking all at once, and in different languages. There was always lots of food and sugary sweets, drinking espresso and homemade wine, laughing and arguing, music and singing – all in abundance." To him, it was a deliciously rich experience. "It was here that I first picked up a tape recorder and camera, capturing the events around me," he continues. "From an early age I learned to listen and observe – just as important, just as valuable as talking, asking questions." And yes, "I did talk to strangers quite often (he laughs) despite my mom's constant warnings." It's what led him to New York University to study film production and documentaries in particular.

Always genuine with clients and co-workers, he champions individuality as well as team collaboration, and believes in building strong relationships through personalized service. When taking with people, Steve encourages a deeper wisdom and understanding on any subject. He's very curious and is someone who digs beneath surface answers to get to a person's truth.

His desire is to consistently deliver strong and memorable work supported by solid integrity and creativity. You can count on a professional, uniquely crafted analysis to help you address marketing challenges with courage and to successfully integrate insights with marketing objectives.

Prior to moderating, he successfully managed the daily and technical operations at two top NYC marketing research facilities for many years. In that time, he learned what it takes to productively execute research projects in a major market very well. With on-spec recruiting, knowledgeable project management, and immaculate facilities as well as state of the art technology, personal client care and service, and a friendly attentive staff, Steve was able to deliver exceptional results to thousands of moderators and their clients.

Steve holds an Expert Professional Researcher Certification and received his moderator training through the Burke Institute. He is a proud member of the following professional associations and others: Marketing Research Association, interactive Marketing Research Organization, MRGA, NYC Usability Professionals Association, The Center for Independent Documentary, and Filmmakers Workshop.