



Senior researchers from Focus Research: Miriam Marcais, Kirsty Nunez and Robin Wallace.

People usually either make their mark on this world with what they know or enhance the well-being of others with how they relate. Is IQ a tradeoff for EQ? Not if you're talking about Kirsty Nunez, founder and president of Focus Research. One conversation with Nunez leaves you feeling that you've connected on a personal level and grown on an intellectual one. She is at once highly educated and highly approachable. Warm and genial, her confidence and sharp intellect are vivid,

An attentive listener and quick study, Nunez makes it her business to learn all that she can about each client's business. "I am able to cross lines that other people are not able to. Maybe it's because of my Australian accent. Everywhere I go, people say, 'You're not from here. Let me tell you how it's done here.' People want to educate me." This receptive aura gives Nunez a sizable advantage. Of course, her "unconditional positive regard" and

analysis skills provide essential guidance in such areas as branding, positioning, advertising and new-product development.

The value added by the services of Focus Research typically begins before a proposal touches a hard drive and extends through the life of the client's business. Nunez notes, "We don't do a project and then disappear." How does she nurture such enduring relationships with customers? Customized projects, high-level post-research service, multi-level communication that melts away geographic barriers and "an ever-expanding list of methodologies," to name a few ways. Nunez and her team actively attend conferences to hone their research skills and fine-tune their "tool box."

Kirsty D. Nunez

Focus Research, Inc

A Knowledge Resource



attractive and nonthreatening.

"Give us a problem and we'll solve it. ... Bring on the intellectual challenges, because that's what we really like." She really means it. (As a student, she sought a more demanding program at Tulane because, "I wasn't getting enough statistics." Who says that!?) Her upbeat but matter-of-fact speech about her professional accomplishments is unscripted, and the authenticity of her success story makes it all the more appealing. Was this success born of her confidence, or was her confidence born of her success? Her honesty shows. "Definitely the latter," she says without hesitation.

Focus Research began in 1991. A boutique market research firm based in Covington, its momentum has been unstoppable. "We've gone from strength to strength," Nunez says. Though Focus Research has served as a valuable source of knowledge for many well-known national and international companies, it has some distinct areas of expertise that align very well with South Louisiana. Many of the company's long list of research accomplishments are in the fields of healthcare, oil and gas, and energy. The team's information-gathering and

unintimidated approach to study participants, from highly skilled surgeons to inner-city public housing residents, don't hurt. Add her habit of forming long working relationships with her clients, and you have the chameleon properties of a top-notch spy housed in the statistical mind of a highly trained researcher. "It makes it easier to talk the talk," Nunez says.

From her host of higher education degrees to her entrepreneurial success in the quest for information and understanding, Nunez has made the expansion and utilization of knowledge a life's pursuit. Marketing research was simply a logical outlet for that pursuit. "I didn't consciously make a decision to go into marketing research." She was, in fact, recruited into it. "But once I got into it, I knew it was where I belonged."

— MINDY CORDELL

Focus Research, Inc. is located at 5001 E. Hwy. 190 Service Rd., Suite B-5; Covington. Telephone: 985.867.9494.

PHOTOS: ABBY SANDS MILLER www.abbyphoto.net