

# DesMoinesRegister

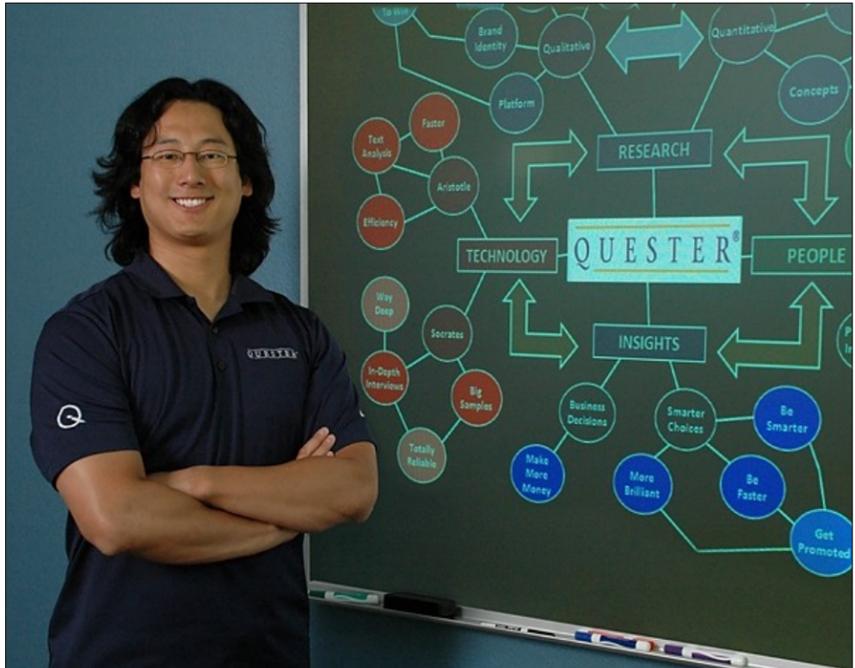
## YOU SHOULD GET TO KNOW:

### ALEXANDER PARRISH, ACCOUNT MANAGER, QUESTER, ANKENY

**Company description:** Quester is a marketing research company that has been providing qualitative research for more than 30 years, but has been focusing on online qualitative research for the last five. As an account manager, I work with clients to design research to address their communication objectives.

**How does it work:** We use a unique software tool known as Socrates to engage people in online conversations about their likes and dislikes about products and services. Since it's software, we can chat with hundreds to thousands of people.

**My job is to:** Translate those comments into actionable recommendations that my clients can use to solve and address their unique business issues and objectives.



**Background:** I grew up and spent my elementary school days in Colo and moved to Colorado for junior high and high school. I attended Iowa State University and graduated in business management and international business with a minor in German. I've been with Quester for more than five years.

**Notable achievements:** I helped develop the use of our software so our clients can get better responses that help us tell a richer story and provide better information. I also manage accounts with key clients at large companies. Having the opportunity to present our results in person at these companies is always a rewarding challenge. I'm also hoping to win the Iowa State Fair Best Mullet contest.

**Why I do what I do:** It's interesting trying to figure out what motivates people, how they go about making decisions, listening to their unique stories and getting a glimpse into their world.

**Another cool part of the job:** Getting to see the findings and recommendations that we provide our clients in action, such as seeing an ad we tested on TV or watching the evolution or changes of a product or service based on the feedback we get from chatting with people online.

**What I do to get away from work:** While born with two left feet, I enjoy swing dancing and have fun going to the social swing dances that Step Into Swing does every Thursday at Java Joe's in Des Moines. I'm also currently working on dropping my golf score below 150 and having a bowling average above that number.

**One thing I would change about the Des Moines area:** Increase the number of bike paths and bike lanes to encourage others and myself to bike around the city instead of driving.

**What Iowa can do to attract more people like me:** Continue providing a lot of fun entertainment options, such as concerts with popular acts, well-known musicals, outdoor festivals and events, along with keeping the cost of living reasonable. I love how Des Moines has a lot of the big city benefits without the drawbacks of big cities such as traffic jams, pollution, high crime, etc.

**Best business book I've read lately:** "Winning" by Jack Welch is an insightful book with his approach to management. It's great to read the various real-life examples about how he helped transform GE. It was very instrumental in helping me formulate how I approach management.

**My leadership philosophy:** It is important to be candid and honest with others, providing constant feedback and being caring and respectful of their thoughts and feelings.

**If I could do something else, I would:** Since my dreams of being a pop star aren't realistic because of my lack of singing on-key, it would be fun to combine my passion for sports with my interest in business by doing sports management.

**If you want to contact me:** Please feel free to e-mail me at [Alexander.Parrish@Quester.com](mailto:Alexander.Parrish@Quester.com) or call at (515) 321-2445, if you'd like to learn more about Quester. You may find us online at [www.Quester.com](http://www.Quester.com) and on Twitter at <http://twitter.com/QuesterSocrates>.