
 THE **QUIRK'S** EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

May 2022

J.P.Morgan

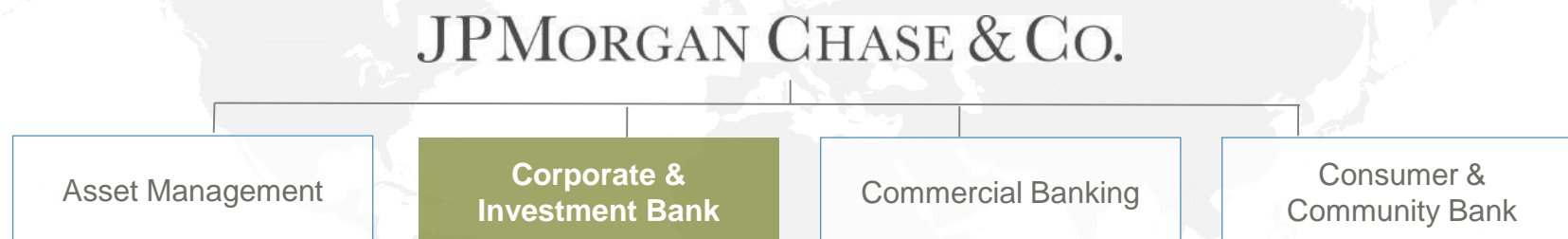
How to Outperform as a Corporate Research Professional in 2022 and Beyond

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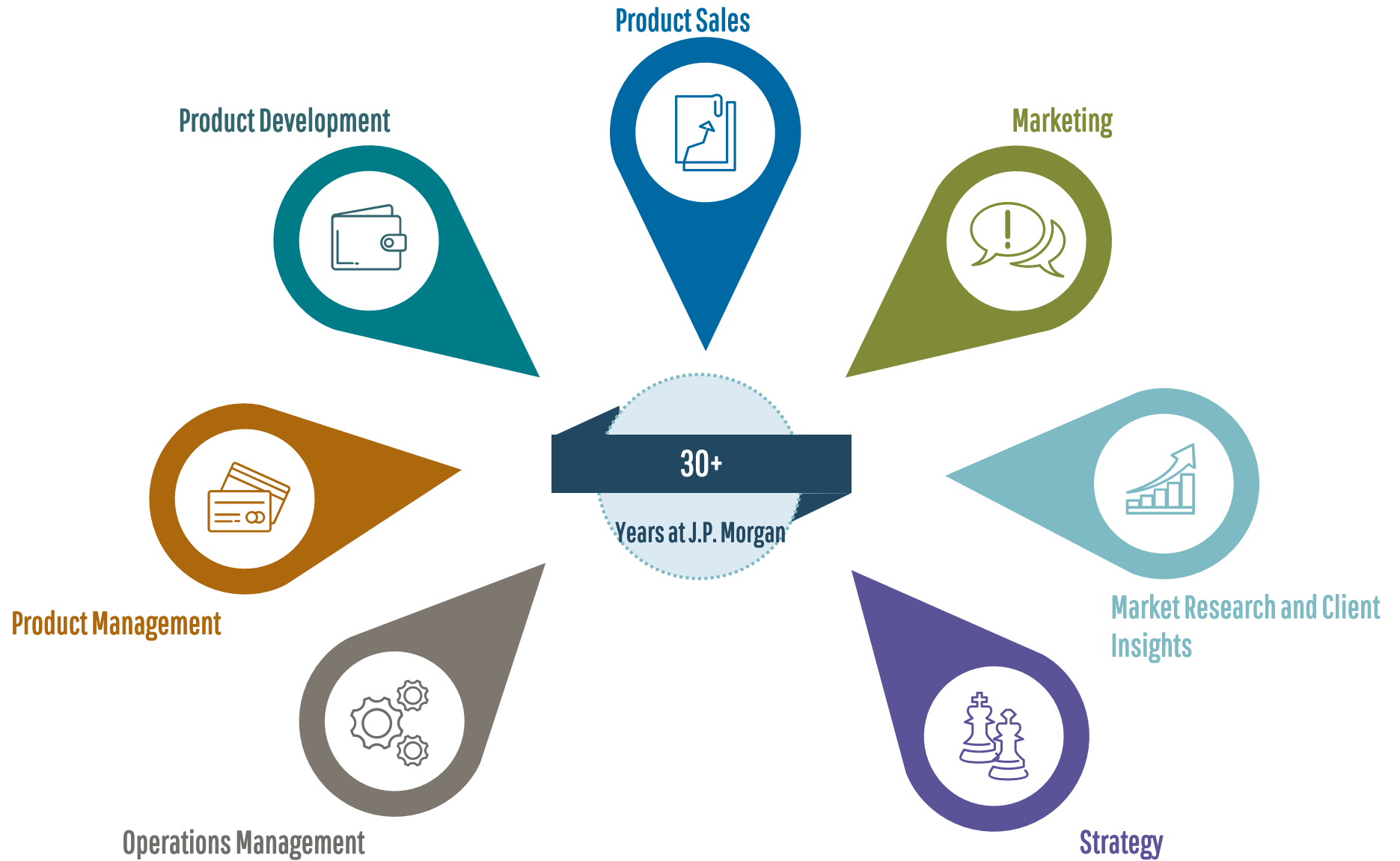
Background

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with operations worldwide. JPMorgan Chase has \$3.7 trillion in assets and \$294.1bn in stockholders' equity¹. The Firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing and asset management.



J.P. Morgan's Corporate & Investment Bank ("CIB") offers a broad suite of investment banking, market-making, prime brokerage, as well as treasury and securities products and services to a global client base of corporations, investors, financial institutions, government and municipal entities.

Introduction



Getting to know each other



Are you a Corporate Researcher or a Business Partner?

How long have you been a Researcher?

1-5 years

6-10 years

10- 20 years

20+ years

Corporate Researchers...where do you sit in your organization?

Marketing

Strategy

Product Development

Embedded in the business



Do you believe that your clients / stakeholders are *less* demanding than they were before 2020?

Demands on Researchers have increased over time

Better



Faster



Cheaper

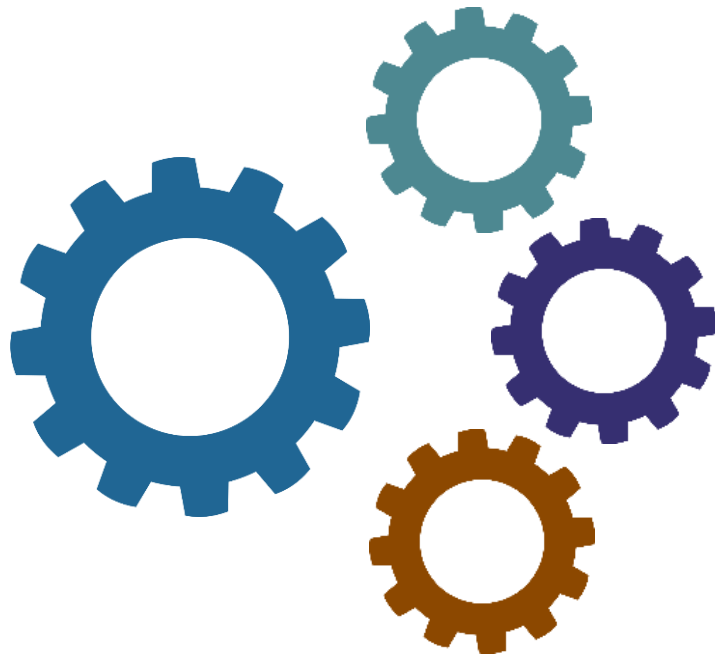


2020 was an inflection point driven by the pandemic

Businesses needed...

Faster Insights

to be able to help them respond to rapidly changing events



Researchers had to...

Understand the commercial impact of the pandemic on their industry, business and clients

Identify technology alternatives to reach target audiences

Engage in strategic conversations around whether it was the right time to touch clients

As a result, the 'bar' for Researchers was raised...

Deep understanding of the industry, business and clients



Ability to innovate and leverage technology

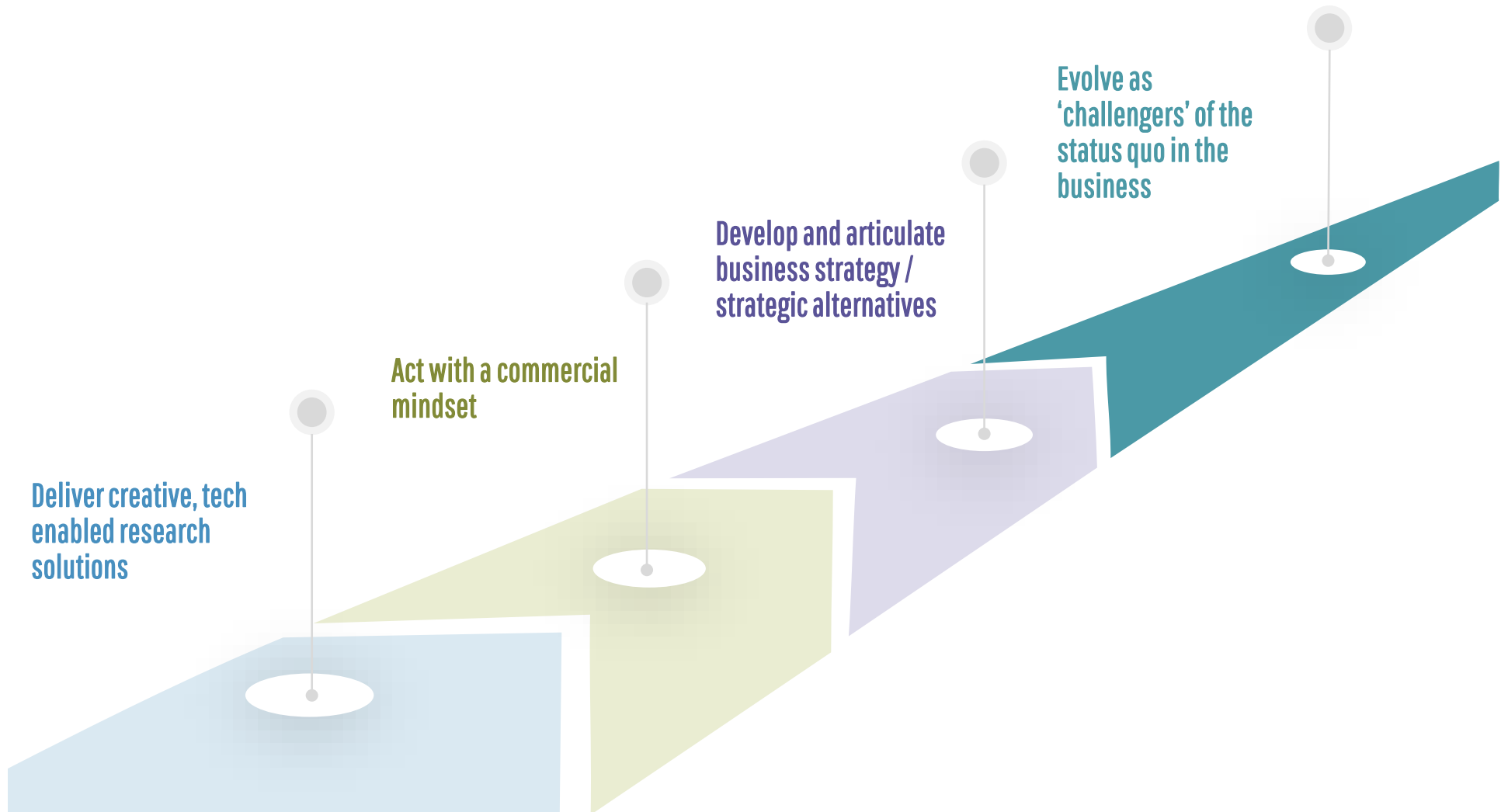
Strong set of qualitative and quantitative research skills



High degree of execution focus

...and then the bar was raised even further

Expectations were that Researchers would...



As a result, a more 'responsive' operating model, is no longer sustainable

Pre-2020...



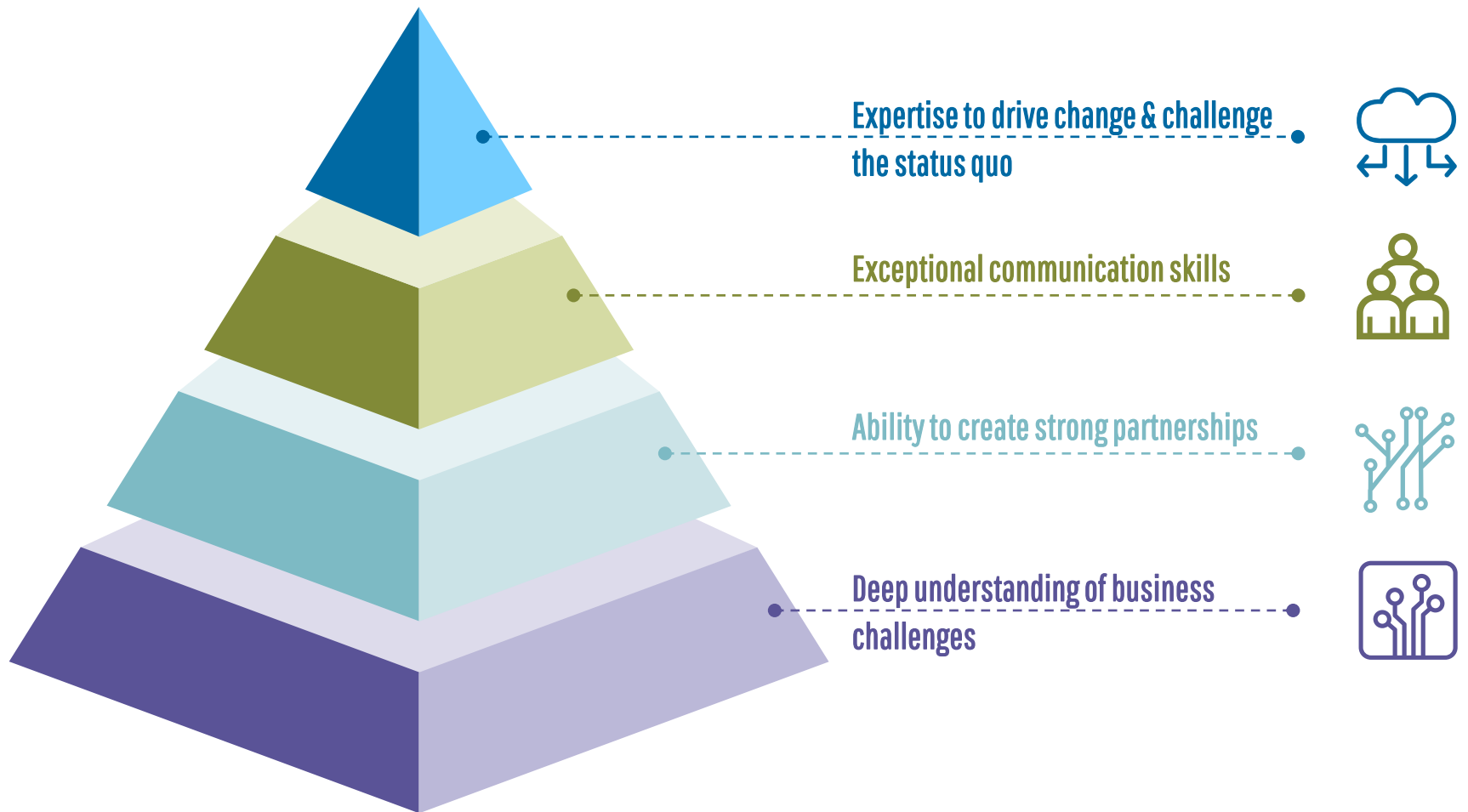
Post-2020...



Obsolescence

High Demand

Key attributes of a successful Corporate Research professional



...and we also need to consider which attribute is more important

**Deep practical business
knowledge**

Extensive research experience



Is the answer *different* for managers of Research teams?

....as successful Corporate Researchers will drive change

Innovator



Leader



Strategist



Challenger



Questions & Discussion...

If you'd like to continue the conversation...

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