

**DONALD ST.A. ANDERSON**  
**Management Consultant**

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**Scope of Services** Market Research and Analysis  
Marketing Strategies  
Field Surveys  
Impact Assessment Studies  
Project Planning and Management  
Productivity Analysis

**Special Expertise** Market Research, Polling and Analysis  
Political Electoral Polling  
Field Surveys

**Experience in Service** Mr. Donald Anderson is a B.A. (Hons) graduate of the University of the West Indies and has earned Certificates in Market Research Methods and Practice, Marketing Management and Multinational Marketing. He has been a lecturer in Research Methods at the University of the West Indies (UWI) over the years 1984 to 1989. His focus has been on Social, Economic and Corporate Image Surveys. He has practiced as an Independent Marketing Consultant for over thirty four (34) years and is the Managing Director of his own firm, Market Research Services Ltd.

**Professional Affiliation** Mr. Donald Anderson is a certified management consultant and a Member of the Institute of Management Consultants of Jamaica  
Member of the American Marketing Association  
Member of the Sales and Marketing Executives Association of Jamaica