



Susan Korbel, Owner

Key Qualifications

Since receiving her Ph.D. in 1975, she has been conducting market research and consulting with hundreds of public and private organizations. After many years working in the media, Susan Korbel founded Core Research 28 years ago in 1989.

Dr. Korbel has been behind the scenes helping some of the premiere South Texas businesses chart successful courses with strategic and tactical planning. Core Research conducts consumer, audience, employee, voter, and business-to-business research. The longevity of Core Research is due to the owner's expertise and conservative approach, which demands compelling evidence before any institutional change is justified. Susan Korbel has dedicated her research to learning how communications function between the source and receiver, and how information is best conveyed. Whether through personal conversations or mass media, the process is the same, but successfully delivering the messages and symbols has become more challenging with the plethora of outlets.

Education

- 1975 Ph.D. University of Michigan, Ann Arbor (Public Administration)
Dissertation title "The Distribution of Federal Funds Through a Competitive Grant Process: ESEA Title III as a Case Study"
- 1973 M.A. University of Michigan, Ann Arbor, Michigan (Labor Relations)
- 1971 B.A. Cornell University, Ithaca, NY Major: The Politics of Education

Professional Experience

- Owner, Core Research, 1989 to present
- Business development consultant, KWEX-TV 1996
- General Manager, KENS-II, Marketing Director, KENS-TV and other management positions at Harte-Hanks Communications 1983-1989
- Owner, Southwest International News Service, 1981-1983
- Proposal Development Specialist, Development Department KLRN/U-TV Austin, TX 1977-79
- Marketing Instructor, Antioch College/West & Columbia College (taught courses in Marketing, Labor Relations, Personnel Administration to military employees on the Oakland Army, Treasure Island Navy and coast Guard bases), political organizing, comedy management, San Francisco, CA, 1975-77
- Program Officer at the Michigan Department of Education, Office of Equal Educational Opportunity and Experimental and Demonstration Centers Program, and Office of Research, Lansing, MI, 1972 - 75

- Business Membership:** American Association of Public Opinion Researchers
Qualitative Research Consultants Association