QRCA Past President Elected to Market Research Hall of Fame

J. Robert “Bob” Harris honored for four-decade career in research

Qualitative Research Consultants Association (QRCA) founding member and past president J.R. “Bob” Harris has been elected to the Market Research Council’s Market Research Hall of Fame in recognition of his more than four decades in the research industry. Harris is the CEO of JRH Marketing Services, based in New York City, a research and consulting firm he established in 1975. His partner for 39 years was his brother, the late Lloyd J. Harris. Bob served a two terms as QRCA president, in 1987-88 and 1988-89. Lloyd was also a QRCA member and was a vice-president of the organization.

The Market Research Council (MRC) was founded in 1927 and is the oldest and one of the most prestigious market research organizations in the world. Every year since 1977 the MRC has elected one active and one retired market researcher into the Hall of Fame. Harris was this year’s elected member in the active category.

“I am honored and humbled to be included
among a distinguished group of previous inductees,” Harris said. “Needless to say, this was a proud moment for me and a pinnacle moment in my career, and I was happy to have my son and daughter present at the ceremony.”

Harris’ nomination was sponsored by fellow MRC and QRCA member Lynn Greenberg, and seconded by Pat Sabena and Judy Langer. Lynn, Pat and Judy are past presidents of QRCA. The induction ceremony was held on June 24th at the Yale Club in New York City. When Greenberg introduced Harris as this year’s honoree, she made special mention of QRCA’s Professionalism Committee, which he chaired for twenty years, and the committee’s many years of service on behalf of the organization. When Greenberg was QRCA president, she recruited Bob to chair the committee.

Harris joins an illustrious group of previous Hall of Fame inductees, including research icons such as Ernest Dichter, George Gallup, Paul Lazarsfeld, David Ogilvy, Arthur Nielson, Rena Bartos, Frank Stanton, W.R. Simmons and Dan Yankelovich. QRCA is proud to now have one of its own in the Market Research Hall of Fame.

About QRCA

QRCA is a global association of the world’s most innovative, collaborative and passionate market research professionals dedicated to maximizing the power of qualitative.

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