



Scott M. Wright

Vice President, Principal

Scott is a vice president and principal at Directions Research, Inc. He has spent more than 30 years helping Fortune 500 companies make better decisions about the products they launch and the opportunities that they pursue, especially around new products and product re-branding.

After an undergraduate education that included various foci, Scott found that he had a special passion for Marketing Research, and since 1993, he's found joy in turning data into actionable, insightful consulting.

Since the early 2000's, most of his focus has been on Human Healthcare, including medical devices and pharmaceuticals. He's built industry-leading models and databases to help these industries better understand volumetrics and the impact of new product launches on their categories.

He also has a substantial interest in training and personnel development and, while at Nielson, led recruiting and training efforts.

He is married and has two adult children. His interests include football (soccer) officiating, cycling, scuba diving, reading, frisbee golf, and the occasional game of pinball.