



George B. Parker

Volunteer Consultant
Consultant Since: 2022

OneSource
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Professional History

- Carpenter Art Enamel Foundation
- Parker Marketing Research
- Burke Marketing Research

Education

- MBA, Marketing/Marketing Research, University of Wisconsin, magna cum laude
- BA, Business Administration, University of Wisconsin, cum laude

George has over 40 years of experience helping people and organizations grow and prosper through: 1) selling, creating, conducting, managing, and interpreting marketing research, 2) creating and managing a growing company serving Fortune 500 clients, 3) providing marketing consulting to small businesses in Cincinnati, and 4) leading a local, struggling art non-profit organization.

After starting his career with Burke Marketing, George founded his own firm, Parker Marketing Research. George's firm conducted a variety of market research, including new product concept testing, product testing, taste testing, TV and print advertising evaluation, package testing, market structure & market segmentation, and pricing research. Once George retired from his company, he continued consulting with local companies on growing their clients, professional staff, and business through new product development, branding, creative marketing, positioning, structure, acquisitions, and training. George also ran a nonprofit organization, the Carpenter Art Enamel Foundation.

OneSource Experience

As a new volunteer, George looks forward to being part of strategic planning, board development, and business solutions projects.