



Cheryl Hung

Cheryl's career in market research began in a small boutique coding verbatims. She was quickly exposed to a variety of quantitative and qualitative methodologies, providing her with opportunities to help clients solve their business issues with innovative approaches to analyze consumer behavior. Over the last several years, Cheryl has led the analysis on the National Coffee Association and Canadian Association of Canada's annual beverage tracking studies.

Prior to joining Dig, Cheryl worked at TNS, a global market research firm. She led several international studies for multinational companies including launching packaged potatoes and exploring life insurance policies in Asia, and introducing new beer brands to Latin America. She was an integral part of the Brand & Communications team, allowing her to gain valuable strategic experience both at home in Canada, and internationally on all brand-related initiatives.