

# Spotlight

# Hannah

She/Her

Why I chose Adelphi

## About me

**Title:**

Associate Director

**Office:**

US office working remotely from Brooklyn, NY

**Hobbies/interests:**

Foodie, crocheting, traveling, dancing, plant & fish mom

**College/university:**

Brandeis University, BA in Linguistics  
Hofstra University, MA in Forensic Linguistics

For as long as I can remember, I've been interested in how people communicate with each other; what do we really mean when we say different things? After pursuing a Bachelor's degree in Linguistics and a Master's degree in Forensic Linguistics, I wanted to continue understanding conversational dynamics, but never guessed that path would lead me to the world of pharmaceuticals! I've been fortunate to expand my application of linguistics to better understand how physicians, patients, caregivers, and others talk about different disease states and treatments and, through language analysis, I'm able to elevate their voices and bring their thoughts back to the pharmaceutical companies.

I feel so fortunate to have landed at Adelphi where I have the opportunity to apply my linguistics background to pharmaceutical market research. But even more, I am grateful to have joined a very supportive team. My colleagues are phenomenal partners, who help to direct me, celebrate my successes,

### Prior experience

I've spent the entirety of my career in pharmaceutical market research, incorporating my linguistics expertise everywhere possible. Previously I worked on a Linguistics Insights and Analytics team, assessing the conversational dynamics between physicians and patients based on recordings from in-office visits.

I've also worked on a Listening and Linguistics team, analyzing voice data to understand how physicians, patients, and other key stakeholders talk about disease areas, treatments, and other relevant topics.

Now at Adelphi, I moderate and analyze tele-depth interview data to understand viewpoints of physicians, patients, and other key stakeholders as they discuss disease areas, treatments, and other relevant topics. I also work to incorporate linguistically relevant analysis to understand not just what stakeholders are saying, but also how and why they're saying it.

and help me grow. With their help, I've been able to strengthen my skills as an analyst and have become a successful Burke Institute-trained moderator.

Adelphi has given me so many opportunities! I have been able to flex and expand the areas I'm skilled in and learn from new challenges to help make me into a stronger researcher. I am grateful for the culture at Adelphi that has helped me build my confidence, be a mentor and coach to junior employees, receive guidance and support from so many knowledgeable leaders, and grow into being a better leader myself. I love working alongside one of the best teams I could ask for where I have the ability to be a voice for patients, caregivers, and physicians.