



Chris Hauck, M.B.A.
Strategic Partner

Chris Hauck, a strategic partner at AORN Works, is responsible for consulting with clients to help them define marketing objectives, design appropriate research strategies and translate research results into practical recommendations for successful solutions. His philosophy of developing research designs based on respondent purchase decision behavior (rather than more traditional research approaches) has allowed him to provide clients with easy to communicate and expedient implementation recommendations. His healthcare clients include medical device and pharmaceutical companies.

Chris received his B.A. and M.B.A. in Business Administration from Texas Christian University in Fort Worth, Texas. Now, with more than 20 years of experience, Chris has conducted research in the medical products, telecommunications, yellow pages, consumer packaged goods, information technologies and consulting industries.

He is a member of the boards of directors for the Masters of Science in Marketing Research at the University of Texas at Arlington and for the Masters in Marketing Research at the Southern Illinois University at Edwardsville