



**India Crain**  
*Project Manager*

As one of the newest members of KGC, India is an up-and-coming qualitative researcher. She handles web presence initiatives, project-related tasks including recruiting and logistics and is also a RIVA-trained moderator, having conducted interviews with Psychiatrists, Psychiatric Nurses, Cardiologists, Pediatricians, Gastroenterologists, Dermatologists, and General Practitioners.

While learning the craft of moderating, India has gained research experience in pharmaceutical marketing, medical devices, and product development, among other subjects. She has worked with Allergan, Centocor, Janssen, and Ortho-McNeil-Janssen Pharmaceuticals in exploratory/unmet needs research, pre-launch positioning, growth, and in optimizing profit potential.

A native of Texas, she holds a B.B.A. in Marketing with a minor in Computer Information Systems from Tarleton State University. She is a member of the Pharmaceutical Marketing Research Group (PMRG), the Qualitative Research Consultants Association (QRCA), and the Pharmaceutical Business Intelligence and Research Group (PBIRG).

India is a travel enthusiast. She especially appreciates Chinese language and culture, and her favorite travel experience was a summer abroad in China, where she ate mystery meat from a street vendor, climbed the Great Wall, and mastered the art of using chopsticks.