

Manter Consulting is a market planning, market research and strategy firm that provides quality information for decision making. Established in 1996, we have worked with numerous organizations in developing strategic marketing plans and conducting detailed market research studies. Studies include executive interviewing, focus groups, telephone, mail and e-studies.

“We believe that successful strategy begins with asking the right questions. The right questions drive the right decisions.”

Our Top Core Competencies Include:

- Customized fresh approaches to designing research plans and cost-effective methodologies within the realities of the decisions to be made.
- A planning perspective and project management discipline that result in being always accurate, insightful, on time and on budget.
- Ability to think beyond the basics to work with the client to provide the information needed for unconventional and challenging industries, customers and markets.

Principal leadership, experience and involvement are critical to our professionalism. This is supported by the talents of seasoned market analysts, a GIS mapping analyst, focus group moderators, and experienced telephone interviewers.

Our Clients Include:

Hospitals and other healthcare-related companies, communication firms, banks, architectural and engineering firms, consulting firms, higher education, government, manufacturers, insurance, technology, professional services, non-profit organizations and many other types of companies.

Joan Manter, Principal

Joan Manter brings over 25 years of experience in marketing, market research, and strategic planning as well as strong specialized expertise in healthcare, retail, insurance, government and higher education consulting.

Joan Manter has a Master of Business Administration from The Ohio State University and a Bachelor of Arts from Ohio University. She has held Assistant Professorships or Adjunct Faculty designations in business and marketing at Otterbein College, Marion Technical College, Franklin University and Ohio Wesleyan University. Ms. Manter has also spoken and presented workshops at several national conferences including the American Marketing Association and National Conference for Women’s Health. Manter Consulting is a certified Women’s Business Enterprise since 2008.

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