



DAN CONROY

DIRECTOR OF MARKET RESEARCH

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Dan Conroy brings 15+ years of research, competitive intelligence, and data analysis experience to E&J Marketing. With a career built inside large, complex organizations—most notably Prudential Financial and Vizient—Dan has a deep understanding of how companies make decisions, where information gaps hide, and how to turn raw data into meaningful direction.

Throughout his career, Dan has designed and managed large-scale research programs, deployed more than 300 surveys annually, analyzed customer needs, and tracked industry and competitor activity across multiple markets. He has built dashboards, market briefs, intelligence frameworks, and cross-reference tools that help leaders navigate complex product portfolios and competitive landscapes with confidence. He's also led multidisciplinary teams, managed large-scale digital projects, and developed communication systems that keep decision-makers aligned and informed.

At E&J Marketing, Dan's analytical expertise complements Yvonne's strategic and creative approach. Together, they form a balanced partnership—pairing data with storytelling, and insight with execution—to help companies plan smarter, make informed decisions, and stay ahead of market shifts.

When he's not digging into research, Dan enjoys spending time with his family, listening to podcasts, and restoring furniture, a craft that blends precision, patience, and a love of making something new from something old. As an Army veteran, Dan also brings a strong sense of discipline, service, and problem-solving to everything he does, qualities that continue to shape his approach to both work and life.



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