

Vice President Bob Yazbeck



With 30+ years of marketing research experience and advocacy for the consumer's voice in corporate decision-making, Bob is a senior leader at Human8 (previously InSites Consulting), humbly serving a variety of clients and internal stakeholders. Human8 encompasses the regional acquisition of Gongos, Inc., of which Bob joined in 1999.

With 30+ years of customer assessment and market experience, Bob has collaborated with corporations across the globe and industry sectors supporting new product development, service creation, solution obtainment, and brand development.

Areas of focus include the North American online research communities practice, which he began in 2005 and continues today, and a deep expertise in serving the automotive industry. Bob shares his online research communities' expertise in the Michigan State University Master of Science Marketing Research program.

Bob, his spouse, and adult children reside in suburban Detroit, MI.

