



ROXANN POPE

Having been on the agency side, the client side, and the researcher's side, Roxann sees from both sides of the glass. Her expertise is understanding the needs and personalities of the client, the goal of the study, and the feedback needs of the engineers and marketing teams. She meticulously supports the methodology by performing tasks strategically, with the end goal in mind. Her personal motto: "Data doesn't lie."

She started in market research as a recruiter while at California State University, Long Beach studying marketing and public relations. She quickly moved into the field as an interviewer, then project manager and interviewer trainer. She is fully versed in the recruiting process, and has often saved sinking quotas by recruiting, rescheduling, and confirming respondents while on-site. The work has taken her across the nation and internationally with top research companies and manufacturers from multiple consumer product lines.

She has worked in marketing her entire career, within the automotive, hospitality and restaurants, non-profit, entertainment, consumer products, and other industries through her own marketing service company and as a marketing department team member.

Roxann utilized market research for many clients and employers in industries including automotive OEM and aftermarket manufacturers, packaged goods, food for new menu launches, children's products, household products, non profit entities, and healthcare for clinics and hospitals, including community surveys.

Setting up and managing projects using best-practice logistics while maintaining quality and staying within budget is a strength and passion. From layout, qualifying and choosing vendor partners, to securing great food to supplement long research hours, Roxann is a strong go-to person for market research project support. She will get the job done with a smile on her face.

Need references? Just ask.

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HOLLY POPE

Yes. Holly is Roxann's daughter.

Holly started working clinics when she was 16 years old and is now our full-time Project Manager, overseeing project and field details throughout the US. Holly holds a Bachelor's Degree in Environmental Studies and Sustainable Design from Western Washington University. Her insight into the research world has been engraved in her since she has been exposed almost her entire life.

As a millennial, Holly's ability to navigate technology and multi-task is of great value. She is often requested to run the front desk as well as interview. Her experience includes proctoring and conducting insightful IDI's, managing guiding gang studies, executing static and drive studies, 2-D, 3-D, VR, interactive projects and intercepts. Holly also understands the importance of accurate execution and when and how to probe to obtain valuable insight.

A calm and clear communicator, Holly is liked by clients, vendor partners and team members alike. Often placed as the project manager, her ability to run a job includes on-site recruiting, confirming, re-scheduling, and directing the field team to ensure the goals of the study are met.

Holly lives in Chicago and has a cat named Phoebe. She likes beer, whiskey, and good food. Holly loves to travel internationally (ask her about her trips to Africa, Spain, Greece, London and others) and has an eclectic taste in music.



PABLO CRUZ

Pablo is on the quiet side, making him a great listener. He carefully listens for key points and comments and excels at probing at just the right place and time.

With over 7 years experience, Pablo is well versed in virtually all research methodologies, including drive and static studies, 2-D, 3-D, VR and interactive projects. He too understands the importance of accurate execution and when and how to probe to obtain valuable insight.

Exceptional with technology, Pablo is our resource for setting up tablets, TV's, A/V and VR equipment, etc. He's great on conjoints, as his superpower is calmly explaining the conjoint structure to respondents who may be fatigued or a little confused. He is great at troubleshooting issues and knows how to manage multiple components simultaneously.

Pablo is working on his BA degree and is bilingual, making him an even stronger asset, especially in Spanish language studies or intercept work.

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KERYN DOUGLASS

Keryn is meticulously accurate and thorough. Her attention to detail and project nuances makes her an asset when ensuring there is consistency with interviewing approach and inflection.

With over 5 years' experience in research, Keryn has the gift of making everyone comfortable and informed - a great trait when working with teams and respondents. She is the definition of a team player, always willing to help and eager to learn and understand the goal behind the study.

From proctoring and conducting insightful IDI's to guiding gang studies, executing static and drive studies, 2-D, 3-D, VR, interactive projects and intercepts, Keryn also understands the importance of accurate execution and when and how to probe to obtain valuable insight. Keryn is experienced in research A/V, making her a terrific asset for studies needing video management.

From South Africa, you'll find Keryn's very slight accent charming and endearing. Her two children are grown adults now, enabling her and her husband to travel a bit more.



JULIE MCDANIEL

Julie's personable nature combined with her Master's in Marketing makes her a perfect fit for POINT. After a long career as a marketing professional in the automotive industry, Julie has been on "both sides" of the research glass. She has a keene understanding of what researchers and end clients need to make solid decisions about their products and services.

Having been in the marketing realm for her entire career, mostly in corporate, Regional Sales Manager with Goodyear Tire and Rubber company and Pennzoil Products Information Management Systems, she has a professional, service oriented and team oriented approach to business.

Her experience in the field with POINT has given her the insight necessary to manage a successful clinic. She brings her professionalism to client meetings and is an excellent source for troubleshooting and problem solving on the fly as is often needed in the field.

Julie has two grown children and splits her time between her home in Southern California and in North Carolina. She is also the COO/ Founder of More Good Days Foundation, a non-profit organization that spends time giving back to her amazing San Clemente Community where her family has been raised.

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CHLOE McKay

Chloe's passion is working with people and understanding what makes them tick, making market research work a great fit for her. For over 2 years, she has contributed a great deal to the POINT team. She is proficient in executing most all research methodologies including intercepts, IDI's, dynamic and static studies, VR and special projects. Chloe runs a tight front desk and keeps a study organized while ensuring participants have a positive experience. Chloe is a leader and excellent at detailed work, building teams and working with clients directly.

Although she looks very young, this newly married woman has been an ESL tutor, and worked in marketing/business development in multiple industries, including hospitality, health care, and education. She loves to read, cook and travel with her husband. She's obsessed with ramen and trying new foods. Her favorite memory is paragliding over the Alps in Switzerland with her husband.



JOY GREINER

With over 10 years' experience, Joy successfully manages projects of all methodologies and sizes. A clear communicator and professional client liaison, her ability to run a job includes on-site recruiting, confirming, re-scheduling, and directing the field team to ensure the goals of the study are met.

From proctoring and conducting insightful IDI's to guiding gang studies, executing static and drive studies, 2-D, 3-D, VR, interactive projects and intercepts, Joy understands the importance of accurate execution and when and how to probe to obtain valuable insight. Joy also excels in selecting solid respondents to fit specific focus groups.

Going the extra mile is a given for Joy. She always ensures numbers are met on intercepts and other studies. Recruiting using various on-site methods is her superpower. A clear communicator, Joy confirms project details and carefully trains the team, ensuring consistent execution.

A mom to two boys, Joy is a former police officer who now uses her people skills to make sure respondents are comfortable and encouraged to give honest, thoughtful responses that provide detailed feedback.

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LIZ BRASSELL

Liz brings her bold personality and keen insight to every project. Her adaptability and innate ability to read the room makes her an often-requested interviewer by top manufacturers and research companies alike.

As a former Federal Parole Agent, Liz excels at identifying and engaging respondents to provide feedback that guides crucial decisions. Understanding the goal of the project and getting critical feedback is her superpower.

She is experienced proctoring and conducting insightful IDI's, guiding gang studies, executing static and drive studies, 2-D, 3-D, VR, interactive projects and intercepts. She understands the importance of accurate execution and when and how to probe to obtain valuable insight. Liz also excels in selecting solid respondents to fit specific focus groups.

Liz runs the front desk seamlessly and is methodical about making day of reminder calls and conducting on-site recruiting until numbers are reached. Her vast travel background makes her a perfect field supervisor, ensuring Point teams are on-site, on-time and prepared wherever the job may take them.

The retired federal agent loves being a stay-at-home dog mom to her 3 small dogs that weigh about 50lb all together!



STEPHANIE BROADHAG

Originally from Panama, Stephanie is an outstanding contributor to team POINT. For the past 3 years or more, Stephanie started with POINT as a respondent who asked to be part of the team! She is proficient in managing guides and ensuring static, VR and 1:1 interviewing projects are done accurately and proficiently. She understands the need for consistency in research details and the importance of precise and execution ensuring solid data.

Not just a pretty face, Stephanie's charming and talented. A professional seamstress and designer, she is the married mother of two young boys who keep her plenty busy!

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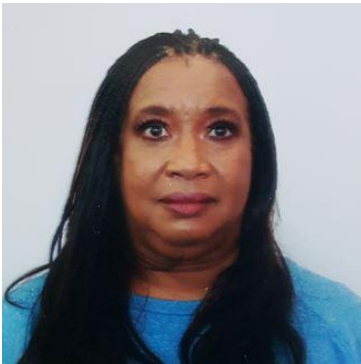


DANA STEWART

Dana is a go-getter who can quickly identify a need and find a solution. She is a great listener and knows how to identify the needs of both the clients and the respondents. She is a terrific team lead, making her a joy to have on any project..

With over 8 years experience, Dana is a seasoned recruiter/confirmer and is well versed in virtually all research methodologies, including drive and static studies, 2-D, 3-D, VR and interactive projects. She too understands the importance of accurate execution and when and how to probe to obtain valuable insight. She carefully listens for key points and comments and excels at probing at just the right place and time.

Her personable nature and articulate speech pattern makes her a favorite among clients. She calmly assesses a situation and quickly resolves any issues. Dana connects easily with respondents and ensures they understand their “job” and have a good experience.



ARLENE HAYNES

Arlene has 12 years of experience managing everything from small projects to 220 registration personnel mega-sized events with 120,000+ attendees, making her well equipped to run any Point team.

As the lead Point trainer, she thoroughly trains so the team understands every project's nuances and ensures accurate execution of each study. Her philosophy is to listen without interrupting, confirming the task, working with a sense of urgency and anticipating the client's needs.

She loves to travel, read detective novels, and she absolutely loves to dance!



JUSTIN SMITH

Justin excels at making respondents feel at ease. His easy smile and approachability makes him likable by everyone on the job. His strength is an asset during set-up and tear down, as he is always ready to help with the heavy lifting!

With over 3 years experience, Justin is experienced in virtually all research methodologies, including drive and static studies, 2-D, 3-D, VR and interactive projects. He too understands the importance of accurate execution and when and how to probe to obtain valuable insight.

Justin's superpower is his likable nature and willingness to learn at every chance. He always brings a great attitude and a cheerful demeanor.

Justin is a professional actor and personal trainer. He will hold group work-outs or give training tips when asked!

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VICKI LYNNE

Having 20 years of professional experience, Vicki understands the importance of accurate studies, establishing and maintaining professional relationships, as well as being patient and a good listener. Even during hectic studies, Vicki ensures they run quickly and smoothly while encouraging smiles, laughter, and the aloha spirit of the Hawaiian style reception to ensure happiness and efficiency.

Vicki loves animals so much she invites other pets into their home offering sitting services. She also enjoys the outdoors, camping, and is a champ at pickleball!



ROBIN COOK

Starting as a COVID cleaner, Robin quickly proved she was equipped to be a guide and an interviewer for any project. As a very methodical and thoughtful individual, any position she holds for a Point job will be done to her fullest abilities.

Robin is a photography and video enthusiast and can tell you anything that is on YouTube. Bird channel on youtube and lover of every sandwich!



NORMA SANCHEZ

Jumping into her first job with Point with intercepts where the goal was to collect over 1200 completes, Norma quickly proved she could handle any task thrown her way. Her favorite aspect of working in Market Research is meeting new people.

Norma is a certified yoga instructor and enjoys teaching as well as practicing yoga as a hobby, recently failed as a dog foster parent, and loves to read memoirs in her spare time. Norma is perfect for traveling Point projects because she loves to sight see! Her preferred mode of transportation is by train for she once did a cross country ride from LA to New York and sight saw her way through the trip.



LOU GOLDEN

As a very personable individual, Lou gauges the respondents and understands their capabilities to help get them through the study to ensure the data is correctly captured. See the big picture, always moving, really enjoy engaging with people. Likes to add value wherever possible, new challenges/ conquering difficult studies.

As a very family oriented, Lou makes everyone feel valued and welcomed.

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MEAGAN HERNANDEZ

Meagan is very versatile because she has done everything from intercepts to 2 hour one-on-one interviewing to drive studies to the front desk. Meeting any needs a project might require.

She enjoys digging in the dirt in her garden and road cycling for she did a week long, 545 mile road trip from San Francisco to Los Angeles in the AIDS LifeCycle and kicked butt!



KIM HILL

Having been in the Market Research world for 6 years, Kim knows her way around any project! She loves and thrives on intercepts because she's not afraid to talk to anyone. She has traveled all around doing all types of studies, but EXCELS in intercepts!

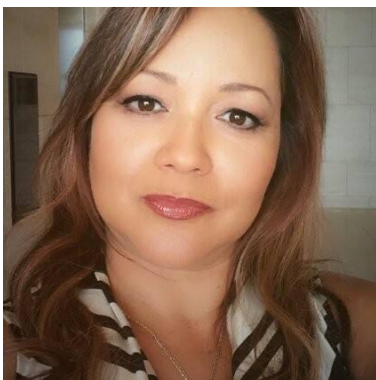
Kim is a busy mom of 4 who are all involved in different activities.



JUDY JULIN

Judy has been doing market research for her own company and for companies she has worked for for 20+ years. Her guiding philosophy in leadership is *"If your actions inspire others to dream more, learn more, do more and become more, you are a leader,"* Quincy Adams. She has practiced this philosophy through her work as a Team Member at POINT by ...

Judy was featured in Deepak Chopra's movie "Seven Spiritual Laws of Success" alongside Olivia Newton-John; is a published author; and produced an internet TV show called "The Judy & Jili Show", with her 9 year old neighbor as her co-host. She loves cooking, producing videos, meditation, pushing boundaries and thinking & living outside of the box.



ADA O'NEIL



VAIOLA TOLISELI

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NILE JONES



MELANIE BRUNO-CARBON



CHRIS CASE



ALEX STULL



ANDY GREINER



TONYA BOWING

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JESSICA ESPINOSA



JARED TIEDT



JENAY ESPINOSA

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