



Senior Staff Profiles

●●● Integrated Research Solutions

QSA senior staff are seasoned professionals, with an MBA or PhD and at least 10 years research experience.

Rebecca C. Quarles, PhD *Chief Executive Officer*

Dr. Quarles is the firm's principal analyst and primary client contact. A nationally respected researcher, Dr. Quarles serves on the Board of Directors of the Council of American Survey Research Organizations (CASRO) and its Standards Committee. She is also active in the American Association for Public Opinion Research (AAPOR). She recently co-chaired CASRO conferences on client relations, survey research report writing, international survey research, and data collection challenges. Dr. Quarles has served as President of both the Pacific and Washington-Baltimore chapters of AAPOR. Before founding QSA, she was a professor of Mass Communication at the University of Georgia and Cleveland State University and a senior executive for two of the nation's largest research firms.

Dr. Quarles holds a doctorate in Mass Communication from the University of Wisconsin-Madison.

Robert W. Schnurr, MBA *Chief Technology Officer*

Mr. Schnurr manages statistical analysis, data processing, sample development and database management. He also develops new software systems, graphics and statistical applications that keep QSA on the forefront of research technologies. He pioneered the use of neural network technology for survey applications, presenting the first paper on the topic at AAPOR. He is a software engineer and flight simulator mathematician, who wrote math engines for two games that won Action Game of the Year awards.

Mr. Schnurr holds an MBA in Operations Research and a BA in Industrial Psychology from Marquette University.

Unni Cheryan, MBA *Senior Research Executive*

Mr. Cheryan's responsibilities include research analysis and communication, graphic design and multi-media initiatives. Mr. Cheryan came to QSA from The Washington Post, where he held a number of positions in the marketing and marketing research departments over a 10 year period. During his tenure at The Post, Mr. Cheryan developed innovative and compelling consumer research presentations for The Post's advertising clients. He also worked closely with Washington Post senior management on a number of important executive presentations, including the first newspaper corporate performance review for The Washington Post Company Board of Directors. Mr. Cheryan has also worked at Fannie Mae, developing research-driven marketing strategies and tactics that promoted minority homeownership.

Mr. Cheryan holds an MBA in Marketing from the University of San Diego and a BA in Anthropology from McGill University. He also earned a Certificate in Focus Group Moderation from the RIVA Training Institute.