



# Crux Research

In 2005, we saw a need for a different kind of research consultancy. One that would offer clients more senior-level attention on their projects and more focused, personalized service.

The entrepreneurial spirit of Crux translates into genuine enthusiasm for the studies we undertake — as well as the commitment of people behind them. In just a few short years, the company became recognized as experts in educational research and on today's generations. We have conducted studies for Fortune 100 firms, for startups, and for everything in between. And we have assembled a "dream team" of some of the most highly respected researchers in the industry.

## Our Goal

Every important business decision faces a vital point, a **crux** when you face which path to take. We guide you to the right direction by providing you with the right information for the right decisions.

## Our Team - The "Crux" of Crux



**John Geraci**  
*President and Founder*

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A seasoned researcher with a broad base of experience, John has earned a reputation as a go-to researcher for understanding today's youth generation and for market research on topics in education. A veteran of one of the nation's largest research firms (Harris Interactive), John has overseen nearly two million interviews. His clients have included public school districts, colleges/ universities, consumer packaged goods companies, advertising agencies, media, manufacturers, dot-com businesses, technology firms, foundations, and associations. He has directed more than 2,500 market research projects.

John is frequently quoted on youth marketing issues. He has been interviewed by CNN, NPR, The New York Times, The Washington Post, The Wall Street Journal, USA TODAY, and other media outlets such as Brand Week and Advertising Age. He has presented at more than 75 industry events and symposia.

John has been a member of the board of directors of [Causewave Community Partners](#). Crux Research contributes considerable pro bono resources to the organization and other non-profits. He holds a B.A. in Economics (cum laude) from the University of Rochester and an M.B.A. from the William E. Simon Graduate School of Business Administration at the University of Rochester.



**Lisa Chen**  
*Vice President*

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Lisa provides clients exceptional insights through qualitative research. For 20+ years she has honed her skills and developed expertise in in-depth interviewing, focus group moderation, and online social community building. She has held a variety of senior management, academic, and consulting positions. Lisa is known as an exceptional communicator. She is quick to build rapport with research participants from a wide range of backgrounds and her written and presentation skills are always well-received and highly rated.

Prior to working with Crux Research, Lisa was Senior Director of Youth and Education Research at Harris Interactive. She has extensive knowledge in generational research, children's and parenting issues stemming from her tenure at a Toronto-based think tank (Moxie Insight), Sesame Workshop, and as a consultant for Noggin and Scholastic. She earned her Ph.D. in Developmental Psychology from New York University and holds a B.S. from Cornell University.



**Maureen Palmerini**  
*Vice President*

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With 20+ years of strategic research experience, Maureen is involved in all aspects of qualitative and quantitative project management at Crux Research. In addition to report writing, she specializes in quantitative and statistical analysis, including the design and implementation of statistical techniques and models. Additionally, she is involved in the programming of online surveys using our survey software platform.

Prior to joining Crux Research, Maureen spent 10 years managing the marketing research function at Wegmans Food Markets. There, she managed corporate initiatives related to market share, market segmentation, customer satisfaction, loyalty/retention, brand equity, advertising and promotion evaluation, product positioning/ pricing, trade area analysis, demographic analysis, new market and site evaluation, market potential analysis, secondary research and benchmarking. Additionally, Maureen was involved in the conduct of data mining using the customer profile data and transaction behavior.

Maureen has also worked at the Gordon S. Black Corporation as a research analyst and programmer and has a great deal of experience in high level statistical analysis. Maureen holds a Bachelor of Science in Applied and Mathematical Statistics from Rochester Institute of Technology.



**Susan Geraci**  
*Vice President*

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Sue leads project management, programming, and supplier management at Crux. In addition to assuring that projects get done on time and on budget, she is responsible for programming and analysis of survey data, database management, field coordination of qualitative projects, and office management. Sue previously worked at the Gordon S. Black Corporation and Harris Interactive as a programming supervisor, and as an independent market research consultant. She holds a B.S. in Business from SUNY Geneseo.