

George H. Terhanian, Ph.D.

Employment History

Electric Insights, Founder, New York, NY, 2019-current

The NPD Group, Port Washington, NY, 2014-2018

- President, Analytic Solutions and Group Chief Research & Analytics Officer
 - Led the fast-growing Analytic Solutions business, an internal start-up devoted to inventing and delivering to clients an integrated portfolio of forward-looking prescriptive services, such as Price and Promotion Management, New Product Forecasting, Segmentation Research, Category Forecasting, and In-Market A/B Testing.
 - Led global teams, specifically Research Science and Panel, responsible for designing, executing, improving, and defending the methodologies behind the company's products and services.
 - Served on the company's Executive Committee.
 - P&L responsibility for the Analytic Solutions business.
 - Reported to CEO.

The Toluna Group, Wilton, CT, 2010-2014

- President, North America and Group Chief Strategy & Products Officer
 - Led several teams, including NA Sales, Global Products, Global Marketing, and Global Strategy.
 - Played a key role in integrating the NA Greenfield Online and Toluna businesses as the company transitioned from public to private ownership.
 - Served on the company's Executive Committee.
 - P&L responsibility for the NA business.
 - Reported to CEO.

Harris Interactive, Rochester, NY; New York, NY; London, EN, 1996-2010

- President, Global Solutions, 2009-2010
 - Led several teams, including Healthcare, Brand and Communications Consulting, Customer Experience Management, Reputation Management, Marketing Sciences, Research Science, Qualitative Research, Youth & Education Research, Marketing Research, the Harris Poll, Pre-Election Polling, and the Harris Center for Innovation.
 - P&L responsibility for the Global Solutions business.
 - Served on the company's Executive Committee.
 - Reported to CEO.
- President, Harris Interactive Europe & Global Internet Research, 2002-2009
 - Directed the company's expansion into the UK, France, and Germany through the acquisitions of MRSL, Total Research Europe, Wirthlin Europe, Novatris, and MediaTransfer; the re-branding of all properties to Harris Interactive; and the European re-launch of the Harris Poll through the establishment of the Financial Times/Harris Poll.
 - P&L responsibility for the European business.
 - Served on the company's Executive Committee.
 - Reported to CEO.
- Several Roles, 1996-2002

- Served in several roles, including SVP of Research and Methodology.
- Original member of the small team that developed the company's groundbreaking Internet research offering, which culminated in a successful IPO in 1999.

University of Pennsylvania, Philadelphia, PA, 1993-1996

- Research Associate, Center for Research and Evaluation of Social Policy

US Department of Education, Philadelphia, PA, 1994

- Researcher, Office of Inspector General

The Community High School, Philadelphia, PA, 1992-1993

- Teacher, Grades 9-12 English

The Episcopal Academy, Merion, PA, 1988-1991

- Teacher, Grades 6-7 English and Social Studies

The Hill School, Middleburg, VA, 1986-1988

- Teacher, Grade 5 All Subjects

Education

University of Pennsylvania, Ph.D. *with Distinction* in Education (Program in Policy Research, Evaluation, and Measurement [since re-named "Human Development and Quantitative Methods"]), 2000

Harvard University, Ed.M. in Administration, Planning, and Social Policy, 1992

Haverford College, B.A. in Political Science, 1986

Fellowships, Appointments & Awards

American Education Research Association Dissertation Grant, 1997

American Educational Research Association Fellowship, 1996

- A ten-month appointment in Washington, DC sponsored by the National Center for Education Statistics and the National Science Foundation

University of Pennsylvania Trustee Chair Fellowship, 1994-95

Board Memberships

Advertising Research Foundation, 2012-2018

- Chairman, Finance Committee, 2017-2018

Insights Association (formerly, Council of American Survey Research Organizations), 2013-2016

- Board Secretary, 2015-2016

Advisory Committees & Task Forces

US Department of Education, 1998-2000

- School District Data Book

Advertising Research Foundation, 2012-2017

- Foundations of Research Quality

American Social Health Association, 2000-2001

- Teenage Girls' Understanding of Contraceptive Options
European Society for Marketing and Opinion Research, 2007, 2012-2017
- Questions to Ask about Online Research
- Global Pricing
American Association for Public Opinion Research, 2015-2016
- Nonprobability Samples
The National Academies of Sciences, 2016
- Respondent Burden in the American Community Survey

Other Illustrative Service Experience

Germantown Friends School Basketball & Reading Clinic, Philadelphia, PA, 1984

- Instructor at novel, nationally recognized outreach and service (summer) program for inner-city children.

Lorton Correctional Facility, Lorton, VA, 1986-1988

- Spent several days each month preparing inmates for the GED at (what was then) Washington DC's maximum-security prison.

People's Emergency Center, Philadelphia, PA, 1989-1991

- Created and ran program enabling Episcopal Academy students to volunteer on weekends at People's Emergency Center shelter and soup kitchen in West Philadelphia.

Maurice J. Tobin School, Boston, MA, 1992

- Spent one day each week at this K-8 public school in Boston's Roxbury section supporting the principal (Janet Short) on internal and external activities and tasks (e.g., working with Bain & Company consultants to analyze student achievement data).

Chapters in Edited Volumes, Books, Magazines

Boruch, R.F. and Terhanian, G. (1996). **"So What?" The Implications of New Analytic Methods for Designing NCES Surveys.** In Gary Hoachlander, Jeanne E. Griffith, & John H. Ralph (eds.) *From Data to Information: New Directions for the National Center for Education Statistics*, NCES 96-901, Washington, DC: U.S. Department of Education, National Center for Education Statistics.

Boruch, R.F. and Terhanian, G. (1998). **Controlled Experiments and Survey-Based Approaches to Productivity Research: Cross Design Synthesis.** In H. Walberg & A. Reynolds (Eds.) *Advances in Educational Productivity*, Greenwich, CT: Jai Press.

Terhanian, G. and Boruch, R.F. (2000). **Putting Surveys, Studies, and Datasets Together: Linking NCES Surveys to One Another and to Datasets from Other Sources.** In the National Research Council's *Grading the Nation's Report Card*, Washington, DC: National Academy Press.

Terhanian, G., Bremer, J., & Salomon, A. (2000). **Advice on Reducing Error in Internet Research.** CASRO Annual Market Research Yearbook. Port Jefferson, New York: CASRO.

Terhanian, G. and Bremer, J. (2012). **A Smarter Way of Selecting Respondents for Surveys?** CASRO Annual Market Research Yearbook. Port Jefferson, New York: CASRO.

Articles in Refereed Journals, Invited Papers and Articles

- Arnett, J. and Terhanian, G. (1998). **Adolescents' Responses to Cigarette Advertisements: Links between Exposure, Liking, and the Appeal of Smoking.** *Tobacco Control*, 7, 129-133.
- Black, G.S. and Terhanian, G. (1998). **Random Sampling and the Search for the Holy Grail.** *Canadian Journal of Marketing Research*, 17, 22-29.
- Boe, E.E., Cook, L.H., Bobbitt, S.S., & Terhanian, G. (1998). **The Shortage of Fully Certified Teachers in Special and General Education.** *The Journal of Special Education*, 21 (1), 1-21.
- Duffy, B., Smith, K., Terhanian, G., & Bremer, J. (2005). **Comparing Data from Online and Face-to-Face Surveys.** *International Journal of Market Research*, 47 (6), 615-639.
- Taylor, H., Bremer, J., Overmeyer, C., Siegel, J.W., & Terhanian, G. (2001). **The Record of Internet-Based Opinion Polls in Predicting the Results of 72 Races in the November 2000 U.S. Elections.** *International Journal of Market Research*, 43 (2), 1-8.
- Taylor, H., Bremer, J., Overmeyer, C., Siegel, J.W., & Terhanian, G. (2001). **Online Polling Scores Big in November 2000.** *Public Perspective*, 12 (2), 38-39.
- Taylor, H. and Terhanian, G. (1999). **Heady Days are Here Again: Online Polling is Rapidly Coming of Age.** *Public Perspective*, 10 (4), 20-23
- Taylor, H. and Terhanian, G. (1999). **Back to the Future of Online Polling: No Witchcraft Here.** *Public Perspective*, 10 (5), 42-43.
- Terhanian, G. (2008). **Changing Times, Changing Modes: The Future of Public Opinion Polling?** *Journal of Elections, Public Opinion and Parties*, 18 (4), 331-342.
- Terhanian, G. (2008). **Developing Customer Loyalty Schemes to Win Hearts and Minds.** *Admap*, 499, 35-37.
- Terhanian, G. (2010). **Beyond the Blank-Canvas Approach.** *Marketing News*, 44 (15), 24-26.
- Terhanian, G. (2011). **Can a Marriage Between Social Media and Traditional Market Research Survive?** *Alert!* 51 (4), 17-19. Marketing Research Association.
- Terhanian, G. (2012). **A Work in Progress: Google Enters the Market Research Field with a Technology Play and a Representativeness Claim.** *Marketing Research*, 24 (3), 24-25.
- Terhanian, G. (2013). **Apples to Apples: An Approach to Selecting Online Respondents.** *Quirks Marketing Research Review*, 27 (2), 54-58.
- Terhanian, G. (2013). **Using the Power of the Image.** *WIRED Innovation Insights*.

- Terhanian, G. (2013). **Wine, Market Research and Social Media**. WIRED Innovation Insights.
- Terhanian, G. (2013). **Get Ready for Automated Research**. Research Live.
- Terhanian, G. (2013, December 9). **What Online Researchers Need to Learn from Digital Marketers**. Quirks Media.
- Terhanian, G. (2014). **The Power of a Well-Crafted Image and a Great Story**. The Wall.
- Terhanian, G. (2014). **Comment**. Journal of Survey Statistics and Methodology, 1 (2), 124-129.
- Terhanian, G. (2017). **Comment**. Public Opinion Quarterly, 81 (1), 239-242.
- Terhanian, G. (2017). **What Survey Researchers Can Learn from the 2016 US Pre-Election Polls**. Journal of Advertising Research, 57 (2), 182-189.
- Terhanian, G. (2019). **The Possible Benefits of Reporting Percentage Point Effects**. International Journal of Market Research, In Press.
- Terhanian, G. and Black, G. S. (1999). **Understanding the Online Population: Lessons from the Harris Poll and the Harris Poll Online**. In the Advertising Research Foundation's Towards Validation: Online Research, New York, Advertising Research Foundation.
- Terhanian, G. and Bremer, J. (2012). **A Smarter Way of Selecting Respondents for Surveys?** International Journal of Market Research, 26 (6), 751-780.
- Terhanian, G., Bremer, J., Olmsted, J. & Guo, J. (2016). **A Process for Developing an Optimal Model for Reducing Bias in Nonprobability Samples**. Journal of Advertising Research, 56 (1), 14-24.
- Terhanian, G., Powell, M., & Guo, J. (2017, August). **Doing the Coolhunters One Better: A Case Study in Sales Forecasting**. Quirks Marketing Review, 31 (8), 44-48.
- Terhanian, G. and Geraci, J. (2004). **Attracting US Students: Lessons from US Institutions and US Youth Marketers**. Education Marketing, 33, 16-18.

Papers Prepared for Conferences, Other

- Bremer, J., Terhanian, G., & Strange, P. (2005). **Propensity Score Matching in the Context of Internet Based Survey Research: Theory and Simulation Evidence**. Joint Statistical Meeting. Toronto, Canada.
- Terhanian, G. (2000). **The Relationship among School Policies, Practices, and Resources, Student Reading Proficiency and Racial Differences in Proficiency: Evidence from a Multilevel Analysis of Fourth-grade Students from Pennsylvania, New York, and the United States**. Unpublished Dissertation.
- Terhanian, G. (2003). **The Unfulfilled Promise of Internet Research**. Proceedings from the Annual Conference of the Market Research Society. Paper 37.
- Terhanian, G. (2005). **Multi-Mode Research and Data Linkage: Theoretical and Practical Advice**. Association for Survey Computing. London, England.

- Terhanian, G. and Bremer, J. (2005). **Creative Applications of Selection Bias Modelling in Market Research.** International Statistical Institute, 55th Session. Sydney, Australia.
- Terhanian, G., Bremer, J., Delaney, T.F., & Thomas, R.K. (2004). **Measuring Television Viewership through a Multi-Method Approach.** Proceedings from ESOMAR/ARF Worldwide Audience Measurement Conference. 183-198.
- Terhanian, G., Marcus, S., Bremer, J., & Smith, R. (2001). **Reducing Error Associated with Non-Probability Sampling through Propensity Scores: Evidence from Election 2000.** Joint Statistical Meeting, Atlanta.
- Terhanian, G., Smith, R., Bremer, J., & Thomas, R.K. (2001). **Exploiting Analytical Advances: Minimizing the Biases Associated with Non-Random Samples of Internet Users.** Proceedings from ESOMAR/ARF Worldwide Measurement Conference. 247-272.
- Terhanian, G. and Taylor, H. (2007). **Do Polls do More Harm than Good?** International Statistical Institute, 57th Session. Lisbon, Portugal.
- Thomas, R.K., Couper, M., Bremer, J., & Terhanian, G. (2007). **Truth in Measurement: Comparing Web-Based Interviewing Techniques.** ESOMAR Annual Congress, Berlin, Germany.

Invited Lectures, Speeches and Presentations

- Association for Survey Computing, 2005
- Advertising Research Foundation, 2017
- American Association for Public Opinion Research, 2012
- British Market Research Association, 2003
- Centre d'Etude des Supports de Publicité, 2001
- Columbia University, 1999
- Council of Chief State School Officers, 1999
- Eastern Evaluation Research Society, 2001
- Economic and Social Research Council, 2005
- General Motors University, 2001
- German Online Research Conference, 2011
- Gulbenkian Foundation Forum on Immigration, 2007
- Japanese Market Research Association, 2001
- Market Research Society, 2005, 2006
- Marketing Research Association: Minneapolis Chapter, 2002
- Michigan State University, 2015
- Midwestern American Public Opinion Research Association, 1999
- Nebraska Symposium on Survey Research, 1999, 2002
- New York Association of Public Opinion Research, 2002
- Privacy Leadership Initiative, 2001
- Rochester Institute of Technology, 2000
- Social Research Association and the ESRC Research Methods Programme, 2005
- United Way, 2000

University of Chicago, 2015
University of Pennsylvania, 1999, 2000, 2001, 2002
University of Rochester, 1999, 2000
University of Scranton, 2019
US Federal Trade Commission, 1997
Qualtrics X4 Summit, 2018

Conference Presentations

Advanced Research Techniques Forum, 2001
Advertising Research Foundation, 1998, 1999, 2000, 2010, 2011
American Association of Public Opinion Research, 1999-2002, 2014
American Educational Research Association, 1999
American Marketing Association, 2000
American Society for Quality, 1998
Association of National Advertisers, 2001
Council of American Survey Research Organizations, 1999, 2000, 2012, 2013
Cyberinfrastructure and National Election Studies, 2007
Elections, Public Opinion and Parties, 2004
European Society for Opinion and Marketing Research, 2000, 2001, 2002, 2007
European Association for Survey Research, 2005
EXPLOR Forum, 2000, 2001
Internet World Asia, 1999
International Statistical Institute, 2005, 2007
International Institute of Research, 1999, 2000, 2006
Joint Statistical Methods Association, 2001, 2004
Marketing Research Association, 1999
Market Research Society, 2004
US Department of Education, 1996, 1999
Political Science Methods Association, 2000
Politics Online, 1998
PROMAX & BDA, 2000
World Association of Public Opinion Research, 2001