GreenBook
FUTURE LIST

THE GREENBOOK FUTURE LIST

## The Next Generation of Insights Leaders

The GreenBook Future List recognizes leadership, professional growth, personal integrity, and a passion for excellence in the next generation of insights creators, users, and marketers. We are pleased to showcase this year's rising stars in the expanding insights universe.

TO THE FUTURE OF INSIGHTS

GreenBook is proud to announce the third annual GreenBook Future List – an awards program to inspire, support and celebrate leaders who are driving insights forward in novel and unexpected ways. The list recognizes leadership, innovation, growth, social good, and professional drive. These honorees have outstanding multidisciplinary career performances and a wide range of research community roles and entrepreneurial ambitions. They've published research, launched companies, received numerous awards and accolades, and spoken at industry events around the world.

After hundreds of nominations, this list reflects a fiercely competitive set of peers. Each of these honorees has a decade or less in the insights industry, yet all are well on their way to having a lasting impact on the future of our industry. We find them exceptionally inspiring and hope you will too.
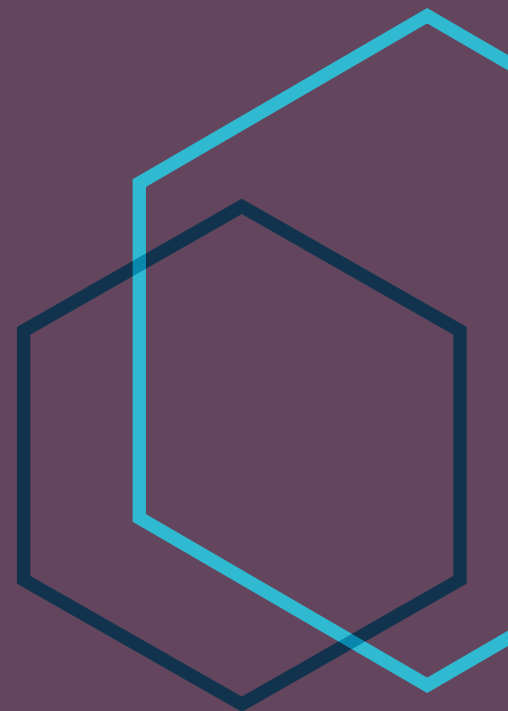
THANK YOU TO THIS YEAR'S JUDGING PANEL:

Gregg Archibald
Gen2 Advisors

Adriana Rocha
eCGlobal

Nikki Lavoie
Mindspark Research
International

Dmitry Gaiduk
CoolTool UXReality

Lisa Courtade
Organon

Susan Griffin
Griffin + Skeggs

Mario Carrasco
ThinkNow Research

Emily Fullmer
GreenBook

Joseph Chen
Leo & Dragon

Roben Allong
Lightbeam
Communications

Jamin Brazil
HubUX Happy
Market Research

Annie Petit
E2E Research

GREENBOOK FUTURE LIST HONOREES

SUMIT ANEJA

CEO, **Groupe Voxco Inc.** *(Canada)*

LinkedIn: www.linkedin.com/in/sumit-aneja

Sumit is the CEO of Voxco, a leading actionable insights platform that is trusted by 450+ clients in 40+ countries. Sumit brings strong leadership to Voxco, with his experience founding companies and working at International Monetary Fund, Bank of America, Merrill Lynch, and Houlihan Lokey. Throughout his career, he's worked at the intersection of technology, finance, and data.

Sumit's mission at Voxco is building the next-gen, AI-powered experience management platform to unlock the growth potential of medium-sized enterprises.

He holds an MBA from the Yale School of Management, an MS in Financial Engineering from the Claremont Colleges Consortium, and a BE in Electrical Engineering from Punjab Engineering College.

WHY THEY LANDED ON THE LIST:
Sumit recently took over Voxco, a 45-year old global leading provider of omnichannel survey software. Since then, he's fearlessly made big decisions to strategically pivot the company from a data collection provider to an actionable insights company.

SALAM BEASAN

Director of Product, Panel Operations, **Similarweb** *(Israel)*

LinkedIn: www.linkedin.com/in/salam-beasan

Forging her way forward through creative thinking and passion, Salam is a leader of multidisciplinary industry-shaping insights products. She is hyped about coupling technology with behavioral research, and aspires to build and nurture sustainable products with a global reach within the digital insights realm.

An alumna of the Technion, the Israel Institute of Technology, Salam holds a BSc in Industrial Engineering and Management and an MBA degree, with a career spanning various roles in successful companies including Toluna, eBay, and, most recently, Similarweb: the definitive official measure of the digital world.

WHY THEY LANDED ON THE LIST:
As a thoughtful and intentional product leader, Salam has a record in shipping successful data-driven products, adding value to the insights industry through digital intelligence and benchmarking for decision-makers at all levels.

GREENBOOK FUTURE LIST HONOREES

GARETH BOWDEN
Head of Operations, **FlexMR** *(United Kingdom)*

LinkedIn: www.linkedin.com/in/gareth-bowden-1aa9291a2

As Head of Operations at FlexMR, Gareth strategically manages the firm's team of research experts, insight managers, and support agents. An experienced researcher who brings an academic and practical perspective to FlexMR, Gareth has previously worked on tough challenges facing governments, NGOs, and public institutions.

Gareth is highly analytical and well-coordinated, and he seeks to bring out the best in every member of staff. He expertly matches team members with research projects and is laser-focused on operational success. Since joining FlexMR, Gareth has managed a series of successful, insight-led projects for the firm's clients, whilst also spearheading new internal working policies focused on wellness, community engagement, and personal development.

WHY THEY LANDED ON THE LIST:
Despite his recent entry into the sector, Gareth has already left a lasting impact at FlexMR. In just two years, he has improved the company's D&I initiatives, social responsibility and professional development programmes, and client satisfaction.

ADAM COLASANTO
Director of Consumer Intelligence, **Vizit** *(United States)*

LinkedIn: www.linkedin.com/in/adam-colasanto-42a58565

Adam leads Vizit's Client and Professional Services teams, overseeing all analytic work and client relationships. Adam came to Vizit with more than a decade of experience leading consumer intelligence, market research, and data insight teams at agencies like ICUC, Edelman Intelligence, and Crimson Hexagon. He has built Vizit's client services programs on what he believes are the core tenets of any successful client partnership: Being customer obsessed and data-driven. Adam is currently defining and bringing to marketing a new kind of research KPI which is 'visual intelligence' - allowing brands and marketers the ability to quantify the appeal or engagement of content for unique consumers.

WHY THEY LANDED ON THE LIST:
Adam is playing a vital role in introducing large brands and clients to a new era of visual intelligence technology. His ability to package visual AI in a digestible and actionable format for customers is helping transform Vizit's business.

GREENBOOK FUTURE LIST HONOREES

TIMOTHY J CORNELIUS

Director, Audience Operations, **QuestionPro** *(United States)*

LinkedIn: linkedin.com/in/timothyjcornelius | Twitter: @P3_TimC

Tim Cornelius was born on the banks of the Mississippi River in 2019 when he accepted his first ResTech role at Lucid, a Cint Group Company. A fire sparked within him and with it grew ideas that continue to be transformed into tangible products and services. Tim is the Director of Audience Operations at QuestionPro and Founder/CEO of P3 Technology. Under Tim's leadership at QuestionPro, the Audience team has consistently grown >151% YOY. Tim has ideated, created, and launched many products which elevate the insights community, improve data quality, and exponentially increase the speed to insights. At P3, Tim's solutions give a voice to those with disabilities, both physical and cognitive, in market research. Tim strives to be 1% better each day and to improve the lives of everyone he meets.

WHY THEY LANDED ON THE LIST:
Through his company, P3 Technology, Timothy is tackling inequality in our industry by thoughtfully reducing discrimination in research sample. He has fought for and secured over $100,000 of rewards for those who would have been marked inactive due to inaccessible content, as well as helping brands who were unknowingly discriminating against those with disabilities or low socioeconomic status.

KATHERINE DUONG

Sr Insights Manager, **Target** *(United States)*

LinkedIn: www.linkedin.com/in/duongkatherine

Katherine is a purpose-driven design researcher who applies Human Centered Design to complex societal problems. Katherine's current role as Senior Insights Manager at Target involves learning from communities whose stories often go untold, for example, historically underinvested Black neighborhoods. Prior to Target, Katherine worked at Kaiser Permanente's Innovation Consultancy, City of Austin's Innovation Office, and Worrell.
She's led insights projects across an array of topics. In Austin, TX, she worked on issues like Recycling and Homelessness. In healthcare, her portfolio ranges from Transgender Patient Experiences to Aging in Place to Hip Replacement Technologies.
Katherine studied Architecture at the University of California, Berkeley and now lives in Minneapolis with her husband.

WHY THEY LANDED ON THE LIST:
Katherine's dedication to understanding human truth is shaping the future of the Target brand. Before joining the Target team, she left a lasting impact on the City of Austin. Her qualitative research on the lived experience of homelessness impacted the city's budget and resources allocation, leading to pilot programs and creative solutions.

GREENBOOK FUTURE LIST HONOREES

SASCHA EDER
CEO, **NewtonX** *(United States)*

LinkedIn: www.linkedin.com/in/saschajeder

Sascha leads NewtonX and co-founded the company in 2017 with the vision of leveraging automation and AI to create the world's leading B2B research company. Prior to co-founding NewtonX, Sascha was a management consultant spending time at both McKinsey & Company and the Boston Consulting Group, and worked at P&G as a financial analyst. Sascha holds a Master's in Management from MIT and HEC Paris. Originally from Germany, Sascha was a member of the German national track and field team and is still a passionate runner.

WHY THEY LANDED ON THE LIST:
Sascha co-founded NewtonX in 2017 because he was frustrated with the process of finding niche professionals. He has since pioneered technology in the custom recruiting space, and his team now reaches 1.1 billion professionals across 140+ industries.

GIOVANNA FORTUNA
Senior Data Analyst, **Big Sofa Technologies** *(United Kingdom)*

LinkedIn: www.linkedin.com/in/giovanna-fortuna-3bb77bba

Giovanna is a senior data analyst specializing in using Python and Excel to extract data and make sense of unstructured datasets. Since joining Big Sofa (winners of MRS' Research Live Award for Innovation of the Year 2021), she has led the evolution of the company's data offer to develop industry-first data points through the application of advanced analytics to behavioral data. She has six years of experience delivering insights to financial services and consumer goods clients, having worked at the Gerson Lehrman Group and at Streetbees.

WHY THEY LANDED ON THE LIST:
As the first and only (self-taught) Data Analyst at BigSofa, Giovanna has turned video into a quantitative dataset and single-handedly built the company's entire data analysis process. Her tangible contributions have helped BigSofa move from having quantitative video data components in 10% of projects to over 90% in just 18 months.

GREENBOOK FUTURE LIST HONOREES

LAURA JETT

Fitbit Insights Lead, **Google** *(United States)*

LinkedIn: www.linkedin.com/in/laurajett

Laura's career has been defined by an ability to identify consumer pain points and complex business problems and creatively - yet intuitively - uncover how to solve them. She approaches market research the same way you would approach a mathematical problem: identifying the desired outcome, considering the variables, and ultimately solving with an answer that is both actionable and insightful. Laura applies this same approach in her drive to elevate the voices of all consumer groups, including spearheading recent efforts within Fitbit to drive towards more inclusive and diverse research efforts. Laura holds an MBA from the Drucker School of Management at Claremont Graduate University and a BS in Mathematics with minors in Statistics and Business Management from Sweet Briar College.

WHY THEY LANDED ON THE LIST:
Laura has championed the customer voice for two large acquisitions. By infusing consumer insights and perspective into the process, she has created long-term value for multiple large, well-loved brands in the midst of change.

DANA KIM

CEO, **Highlight** *(United States)*

LinkedIn: www.linkedin.com/in/dana-kim-44920135/ | Twitter: @danak1m

Dana Kim is Founder and CEO of Highlight (letshighlight.com), an agile in-home product testing platform. Dana spent five years at a boutique insights agency as a qualitative and mixed-method researcher for years, where she saw firsthand the difficulty of product testing. Determined to build a solution, Dana then got her MBA at The Wharton School, where she built Highlight: a high-growth research tech startup disrupting the in-home usage test and physical product research space. Highlight's platform streamlines everything from recruitment to data set, including all the logistics of getting your product to your target customers. It boasts 90% survey completion rates, can get product into hands in days, and seamlessly collects targeted feedback at scale.

WHY THEY LANDED ON THE LIST:
Dana is one of the most disciplined innovators in our industry. She pursued an MBA to gain the entrepreneurial resources and network to build the world's first D2C product testing platform.

GREENBOOK FUTURE LIST HONOREES

HANNAH KIRK

Senior Innovation Executive, **Blue Yonder Research** *(United Kingdom)*

LinkedIn: www.linkedin.com/in/hannah-kirk-ab494b181

Hannah is a true innovator, already transforming the way in which our industry captures insight. Her success is driven by her passion for putting people at the heart of everything she does; whether that's having the respondent experience front and center in the innovation she develops or capturing the essence of what a client needs, her ability to translate business need into real world relevance is second to none. The power of her approach is seen in Clickscape and AlertYa, innovations that she has seen from concept to profit generation in two years.

WHY THEY LANDED ON THE LIST:

Hannah's intrapreneurial inclinations have created an immense impact at Blue Yonder. Her idea for AlertYa (Blue Yonder's unique respondent interaction platform) was borne from a client conversation. She was awarded funding from the senior team and turned it into a final product that has changed the face of Blue Yonder's consumer communication.

JOSIPA MAJIC

Founder and CEO, **Tacit** *(United Kingdom)*

LinkedIn: www.linkedin.com/in/josipamajic/ | Twitter: @JosipaMajic

Josipa Majic is the founder and CEO at Taci.tech, a London-based company with offices in the EU that collects and analyses biometric data. Tacit is group of computer scientists, neuroscience experts, MDs, psychologists, researchers, and hardware and software engineers that have been working on research products with a range of universities, research institutions, and corporate customers since its incorporation in 2013. Josipa is the main visionary behind Tacit's products and overall strategy, responsible for successful customer relationships with Fortune 100 clients globally. Josipa was a keynote speaker at the Global Entrepreneurship Summit, and has appeared on the BBC, Fox News, WSJ, Forbes, CNN, and many others.

WHY THEY LANDED ON THE LIST:

As a female founder, Josipa has built a biometric start-up within an uneasy tech market - Croatia. Her perseverance has led Tacit to influence the lives of many people worldwide, serve a global clientele, and employ young, local teams. Her commitment to bettering the lives of children is demonstrated in her current work, past work, and charitable endeavors.

GREENBOOK FUTURE LIST HONOREES

GRACIE MCKINSTRY-SMITH

Senior Manager, Marketing Guest Insights, **Target** *(United States)*

LinkedIn: www.linkedin.com/in/graciemckinstrysmith

Gracie McKinstry-Smith is a Senior Manager in Marketing Insights at Target. In her role, she leads innovative research projects that play an essential role in championing the guest voice, empowering enterprise leaders to make guest-first business decisions. Some of her most impactful projects include testing concepts for new brands, facilitating immersive sessions, and running the "Seasonal Guest Mindset", a major initiative that captured how consumers, think, behave, and shop throughout a full calendar year. She has also co-founded a Generation Z advisory council to act as a sounding board for senior leadership and served as the president of a marketing non-profit. Gracie aspires to be a leader who continues to make an impact at the intersection of marketing, business, and creativity.

WHY THEY LANDED ON THE LIST:
Besides being a rising leader on her team, Gracie has co-founded two important groups - a Generation Z advisory board at Target and Emerging Professionals in Corporate Insights ("EPIC Insights"). She also assembled a team to help one of the nation's largest food banks redesign its volunteer experience using insightful research.

CLARA MUNDIA

Director Location Analytics, **Dalberg Research** *(Kenya)*

LinkedIn: linkedin.com/in/claramundia

Dr. Clara Mundia is the Location Analytics Director at Dalberg Research, where she drives evidence-based analysis to address research project objectives across development sectors. With over 15 years' experience in the application of geospatial analytics, Clara's work focuses on implementing innovative analytics techniques and creative ways to use data to answer questions that align with a strong humanitarian mission. She is passionate about the power of data to inform and lead development in low and emerging countries, particularly in advancing strategies around gender equality, human rights, climate change, and environmental sustainability. Clara holds a PhD in Environmental Resources and Policy and a MS in Geography and Environmental Sciences from Southern Illinois University.

WHY THEY LANDED ON THE LIST:
Dr. Clara Mundia and her team push the boundaries of applying geo-spatial data in impact-focused market research.

GREENBOOK FUTURE LIST HONOREES

MELINA PALMER
CEO, **The Brainy Business** *(United States)*

LinkedIn: www.linkedin.com/in/melinapalmer/ | Twitter: @thebrainybiz

Melina Palmer is an applied behavioral economist and keynote speaker who provides consulting to companies of all sizes and industries from around the world. She is the host of The Brainy Business podcast, which has downloads in over 170 countries. Melina also teaches applied behavioral economics through the Human Behavior Lab at Texas A&M University, is a columnist for Inc.com, has contributed to the Association for Consumer Research, and is the author of 'What Your Customer Wants and Can't Tell You', which was a finalist in two categories for the International Book Awards.

WHY THEY LANDED ON THE LIST:
Melina founded and hosts the first podcast on behavioral economics and business in the world. She spans the academic and entrepreneurial worlds, bringing value and inspiration to both clients and students.

MARK RESNICK
Sr. Director, Business Development, **Zappi** *(United States)*

LinkedIn: linkedin.com/in/mdresnick

Mark drives change at the largest consumer insights, marketing, and brand departments by implementing agile technologies to conduct world-class innovation and advertising market research. Mark is not afraid to disrupt standard practices within the industry and has redefined solutions facing insights teams. Academia and thought leadership hold a place close to Mark's heart. After completing his Master's in Market Research from Michigan State, he has continued to mentor students entering the market research industry.

WHY THEY LANDED ON THE LIST:
Mark built a dedicated New Business team at Zappi where he leads a team of seasoned researchers as the front door to Zappi, while simultaneously being a top performer and earning a Master's in MRX.

GREENBOOK FUTURE LIST HONOREES

CHLOE RUSSELL-SHARP
Data Scientist, **Brandwatch** *(United Kingdom)*

LinkedIn: www.linkedin.com/in/chlo%C3%AB-russell-sharp-511607161

Chloe is a Data Scientist at Brandwatch, a leader in the Digital Consumer Intelligence space, who provides a suite of products aiding querying, exploring, and augmenting online conversation. She is particularly passionate about building web app dashboards that communicate her team's projects outside of Data Science, facilitating transparency and accessibility of their work. As a keen advocate for gender diversity in STEM subjects, Chloe has given presentations at various events, hosted data-related workshops, spoken on panels, and mentored other women in her field. Chloe holds a BSc in Psychology with some final year Neuroscience from King's College London.

WHY THEY LANDED ON THE LIST:
Chloe is passionate about creating a new generation of female tech professionals, who will join a pipeline to becoming leaders in our industry. Her enthusiasm is reflected in technical workshops, talks, panels, and mentor relationships; all aimed at advocating for diversity in tech.

ROGAYEH TABRIZI
Founder and CEO, **Theory+Practice** *(Canada)*

LinkedIn: www.linkedin.com/in/rogayeh-tabrizi

Rogayeh Tabrizi is a tech leader helping Fortune 100 companies connect with their customers to create delight and value. Rogayeh earned her Master's in experimental particle physics at Simon Fraser University in Vancouver and worked on the ATLAS Detector at CERN. Rogayeh earned her PhD in economics, focusing on social and economic networks and game theory as a more effective way to engender positive change in the world.
Rogayeh saw the need for large enterprises to understand their data to connect with their customers in a meaningful and personalized way. So, she founded Theory+Practice, a company deploying AI tools in Retail and Finance to create intelligent interventions which drive value.

WHY THEY LANDED ON THE LIST:
Rogayeh is a true visionary. She blends game theory, behavioral economics, and big data to help complex, multinational companies ask better questions and answer them using data they already have. The team she has built is both academically and culturally diverse, with 50% of science roles held by women.

GREENBOOK FUTURE LIST HONOREES

ROB TURNBULL

Senior Research Analyst, **Twitter** *(United Kingdom)*

LinkedIn: www.linkedin.com/in/robert-turnbull-471a223a | Twitter: @RobDTurnbull

Rob helps brands and agencies understand Twitter better. He is passionate about finding meaningful answers to questions about society and culture online.

As an innovator with a background in analytics, he is an expert in combining first- and third-" party data to provide insight that informs decision making. In his six years with the marketing insights and analytics function at Twitter, he has driven the use of internal data in thought leadership and audience research.

Rob has been featured in Impact Magazine and was a finaliast for the UK's Market Research Society & Mediatel Rising Star awards.

WHY THEY LANDED ON THE LIST:

Rob is a researcher of the future: a true collaborative, multi-" skilled leader. His technical skills allow him to find, extract, and analyze large amounts of data, while he also can tell captivating stories with insights, marry data with traditional methods, and lead his team at Twitter to success.

JESSICA WONG

Senior Director of Research, **ViacomCBS** *(United States)*

LinkedIn: www.linkedin.com/in/jessica-wong-0796b556

Dr. Jessica Wong is a Senior Director of Research at ViacomCBS, supporting the digital division across Entertainment, Sports, and News. Her research incorporates various quantitative and qualitative methodologies to guide product development, position ViacomCBS in the ad marketplace, and inform business strategy. Her projects include thought leadership, audience profiling, competitive intelligence, and ad effectiveness. Prior to ViacomCBS, Jessica was a researcher at an insights firm in NYC. She received her PhD in cognitive psychology from the University of Chicago and published several peer-reviewed journal articles. Jessica enjoys applying her research training and knowledge of the human mind and behavior to uncover consumer insights that lead to innovative business solutions.

WHY THEY LANDED ON THE LIST:

In the infancy of her career, Jessica has increased the research department's visibility across the digital division at ViacomCBS. Her work has been recognized with rapid promotions and additional team members.