



Selected Experience in Education & eLearning

- Conducted a low-incidence large data collection project for educational testing among 600 young children across the United States.
- Conducted large scale educational data collection, norming and tracking across the United States.
- Conducted an in-depth CAWI study among 200 US C-Level executives.
- Conducted market study about business school admission requirements in 71 countries.
- Conducted recruitment of professors and librarians for IDIs.
- Conducted dozens of site feasibility assessments for a private educational institutional facility.
- Global market assessment on current entrance exams for secondary schools and colleges.
- Market study on college enrollment and admission policies in Europe and Latin America.
- Conducted international student focus groups at a US university regarding corporate education.
- Conducted focus groups and in-depth interviews with students and professors at a university about their image in the community.
- Conducted low-incidence recruitment on parents, students, and teachers for classroom technology study in NYC.
- Conducted focus groups with Mathematics teachers about a new teaching product.
- Conducted focus groups and in-depth interviews with English teachers and students about a new teaching product.
- Conducted an online research study among students branding perceptions at a university.
- Conducted a Business Intelligence Study for school leaving examinations in the EU countries.
- Conducted a Business Intelligence Study for admissions policies and assessments in the EU Countries.
- Conducted a Business Intelligence Study for university admissions and teacher's training in Latin America, Central America, EU countries, and Canada.
- Conducted a Business Intelligence Study for global academic English language assessment in Europe, Asia, and Latin America.

- Conducted a qualitative study in Asia, Europe, and Latin America for the introduction of a new English language training course and product.
- Conducted a global market assessment study on the reception to a new eLearning tool
- Conducted an opinion research study among eLearning executives via focus groups on the reception to a new eLearning product
- Designed a study to evaluate the global business and the capabilities of global publishing firm.
- Conducted interviews and reports of university librarians regarding eBooks.
- Conducted a Market Intelligence Study to evaluate the global business capabilities of major publishers of school books and providers of teaching material.
- Conducted research to identify potential customers for providers of educational services.
- Conducted a market study on international competition and market environment for a major provider of English language training material.
- Conducted a Business Intelligence Study on educational institutions in several Asian and African countries.
- Conducted thorough study of the South Korean and Asian higher education market.
- Conducted a wine market intelligence study for an American university.
- Conducted a study to identify colleges and universities with selective graduate schools in the Arts & sciences that offer programs taught in English located in Europe, Australia, Canada, and New Zealand.
- Conducted a market assessment study to identify the potential market for test item writers who would freelance for publishers of test materials or for companies offering English language assessment tests.
- Research on the impact of GAC Accreditation toward benefits as well as expectations regarding accreditation.
- Conducted market intelligence study on market environment and competition with public schools in NYC.
- Collected data of school-age children and parents by online survey.
- Market feasibility study to assess the market for students who might leave their public schools and enroll in new charter schools in Ohio.
- Market feasibility study in New York City to determine demographic profile of students.
- Online survey among parents of children in grades 3 to 8 for a New York day school.
- Demographic study among school children and their parents in the United States.
- Conducted secondary research on the market for educational electronic products such as projectors and electronic dictionaries.

- Research amongst teachers in the United States with regards to their machines and mechanisms product range.
- Conducted an international due-diligence report / ground assessment of a group of college preparatory schools.
- Conducted market feasibility study for a planned school in the United States.
- Conducted interviews on the topic of white boards.
- Conducted market intelligence study for educational software in English speaking countries worldwide.
- Conducted a benchmarking study for staff education
- Conducted a math teachers focus group study
- Conducted a focus group study regarding educational teachers
- Conducted focus groups with Science teachers in NYC
- Conducted focus group with Kaleidolearning
- Conducted a research study regarding students values and opinions.
- Conducted a online focus group for students
- Conducted a study regarding GEMS program in New York City
- Conducted a research study regarding parents of children in grades 3 to 8 for an educational email

A Sample of our Past and Present Clients

- Duke University
- Easy Reader
- Educational Testing Service (ETS)
- GEMS Education
- Global Partnership Schools
- Kaplan
- Lego
- Meritas Family of Schools
- MHS
- North Carolina State University
- Pearson
- Salanter Akiba Riverdale Academy
- Springer-Verlag
- Taylor University
- Thomson Reuters
- Thunderbird School of Management
- University of Delaware