



John Geraci Biography

John Geraci is the Director for Toronto-based think tank New Paradigm's Strategic Investigation of the Net Generation. A seasoned researcher with a broad base of experience, John has earned an international reputation as the go-to researcher for understanding consumer generations – and specifically today's youth generation.

A 16-year veteran of one of the world's largest survey research firms, John has overseen nearly two million interviews on behalf of organizations large and small. 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.

Among the research that John has instituted is a nationally syndicated study that has become the bible of what online youth are doing and what youth are doing online. He also created a syndicated market study of college students that is often sourced in the media.

John is frequently quoted on 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*, *Advertising Age*, and *American Demographics*.

He has presented at more than 100 industry events and symposia, including events for ESOMAR, the National Press Club, iMedia, ad:tech, the American Marketing Association, the American Association of School Administrators, the NSB Group, the Kid Power Exchange, the Institute for International Research, and Brunico Communications.

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.

JOHN C. GERACI

- 2006 - **New Paradigm, Toronto, ON Canada**
RESEARCH DIRECTOR
- Direct the Strategic Investigation of the Net Generation, a syndicated consulting program targeted towards organizations that seek insight needed to create a competitive advantage when marketing and managing to today's most influential consumer cohort.
 - Program includes proprietary market research, white papers, member events and presentations.
- 2005 - **Crux Research Inc., Honeoye Falls, NY**
FOUNDER AND PRESIDENT
- Launched survey research firm specializing in generational research, educational research, and research on the youth generation
 - Created a strategic alliance with LifeCourse Associates (Neil Howe & William Strauss), noted authors on generations
 - Design, field, and manage qualitative and quantitative market research projects for clients seeking strategic insight
- 1999 –2005 **Harris Interactive Inc., Rochester, NY**
VICE-PRESIDENT, YOUTH AND EDUCATION RESEARCH
- Established Harris Interactive's youth research practice
 - Created and managed youth, parent, and education oriented market research solutions for clients in consumer packaged goods, advertising and public relations, retailing, technology companies, health care, foundations, media, and educational institutions
 - Supervised a team of researchers
 - Responsible for all aspects of growing Harris Interactive's youth research businesses – business planning, product creation, survey methodology, sales and marketing, hiring and mentoring research staff, and account management
 - Launched two polling websites for children (HarrisZone.com and HarrisKidZone.com)
 - Helped establish Harris Interactive's protocols for conducting research online with young consumers and parents
 - Created three syndicated research products -*YouthPulseSM* – a lifestyle and marketing study addressing ages 8-24; *YouthQuerySM* – a monthly omnibus service for ages 8-18; and *College Explorer* – a lifestyle study of college students
 - Named to *Selling to Kids* "15 to Watch" – honor roll of young executives working in youth marketing industry
 - Frequent speaker at industry conferences /symposia, and have been quoted by national media

(New York Times, USA TODAY, Wall Street Journal, US News, NPR) on marketing to youth issues

1995 - 1999

VICE-PRESIDENT, EDUCATION RESEARCH

- Created and managed Harris Interactive's educational research capability
- Clients include K-12 educators, higher education administrators, foundations, media, and for-profit firms selling in educational channels
- Established *CSMpactSM for Schools* – a K-12 research program to facilitate the school improvement process now in place in more than 250 US school districts

1993 – 1995

DIRECTOR, HEALTH AND EDUCATION RESEARCH

- Managed staff, research projects, and accounts in consumer health care and education markets

1992-1993

Cadbury Beverages, Stamford, CT

SENIOR RESEARCH ANALYST

- Managed survey research projects for Mott's USA and worked closely with product managers
- Responsible for both primary and syndicated research, new and established product research, and research in Hispanic markets

1989-1992

Gordon S. Black Corporation, Rochester, NY

PROJECT MANAGER/PROJECT ASSOCIATE

- Managed survey research projects in a variety of consumer industries and in business-to-business markets

EDUCATION

University of Rochester, Rochester, NY

- M.B.A., Marketing (with honors), William E. Simon School of Business Administration, 1989
- B.A. Economics (cum laude), 1987

PUBLICATIONS

- *Retailing to the Arbiters of Cool*, NSB Retailer, Winter 2006.
- *Learning from Youth Marketers*, The School Administrator, September 2005
- *What Do Youth Marketers Think About Selling to Kids?* Advertising and Marketing to Children, April-June 2004.
- *Attracting U.S. Students*, Education Marketing, November 2004
- *Understanding Youth: What Works and Doesn't Work When Researching and Marketing to Young Audiences*. Presented at "Reinventing Advertising – The Worldwide Advertising Conference ESOMAR/ARF, 2000
- *Correlates of Physical Activity in a National Sample of Girls and Boys in Grades 4 Through 12*. Sallis, Prochaska, Taylor, Hill, and Geraci, *Health Psychology*, 1999