

**Alex Lunenfeld**  
**Field Manager**

Lover of soccer and basketball, Alex dribbled his way through Illinois, Texas, and New Jersey during his youth. When it came time for college, he stayed in the Garden State to study social psychology at the College of New Jersey.

In 2014, Alex began working at Russell Research, where he's a part of the field team. He spends his days managing the recruitment and data collection of quantitative and qualitative research studies.

When not working, Alex dreams of an ideal life in Madrid and polishing off pizzas—but not exactly at the same time.

**Alli Guiliano**  
**Field Manager**

Born and raised in Northern New Jersey, Alli ventured to Virginia to attend James Madison University. But Jersey beckoned, so she returned, and began working at Russell Research as a part-time Crossroads Hostess in 2012.

Since then she's also been a receptionist and now a Field Manager, bidding out, setting up, and monitoring projects while they are in field—all the while making sure costs are within budgets. Alli's job entails working closely with multiple departments to ensure everything runs smoothly and that necessary information is being communicated to our sample houses and vice versa.

Alli's always up for a dance-off whether tap, jazz, pointe, or lyrical. But watch out because she was a competitive dancer growing up. When she's not recruiting dance-off opponents, Alli likes to hang out with her friends and family.

**Althea Nicholas-Wood**  
**Administrative Assistant**

Having grown up in North Bergen, New Jersey, right down the street from the Russell Research corporate office, Althea is no stranger to the neighborhood. She attended North Bergen High School and then took classes in Creative Writing and Journalism. Perhaps you've heard of her famous short story, "The Fate of the Fourth Little Pig"?

In 2011, she began her career at Russell Research. Originally hired as a Telephone Interviewer, Althea soon became a Telephone Interviewer/Focus Hostess. And now she's also added Administrative Assistant to the list. So basically Althea is a Jill of All Trades here at Russell Research.

Our resident Greek Goddess, Althea's proud of her heritage. Whether speaking Greek or indulging in moussaka and baklava, she's very much involved in Greek culture. Althea's also very involved in her home life where she spends time with her husband, son, rescue cat, Milo, and rescue dog, Atticus.

**Amity Menard**  
**Senior Project Director**

If life were a movie—more specifically, *Jaws*—Amity would’ve grown up on Amity Island. And though she sometimes likes to picture life this way, with her name being well known to all, she actually grew up in Mountain Lakes, New Jersey.

But we prefer that, because after graduating from the College of New Jersey in 2009, she came to work at Russell Research. She began her career in the Tabulations Department and now spends her days directing projects from initial survey development through putting together final reports and presentations, as well as managing all the steps in between.

Sure, it’s not hanging out at the beach all day being on the lookout for that ominous Jaws fin, but she still finds joy in it.

**Barbara Babula**  
**Coding Supervisor**

Born and raised in Clifton, New Jersey, Barbara still lives there today where she’s mom to an amazing little boy.

Though she majored in elementary education at Ramapo College in Mahwah, New Jersey, Barbara isn’t supervising kids these days. Instead she’s a Coding Supervisor here at Russell Research, where she began working in 1999 as a coder and worked her way up.

A total morning person, Barbara thrives on waking up early to start the day so she can accomplish as much as possible. And being a lover of seafood, her daily accomplishments sometimes include a sushi lunch or dinner.

**Barbara DeCamp**  
**Human Resources**

Another proud New Jerseyan, Barbara grew up and currently lives in the North Jersey area. She received her bachelor’s degree in marketing from St. Bonaventure University in Olean, New York, and then began working at Russell Research in 1994.

In her Human Resources role at the company, Barbara is tasked with the hiring and training of all employees. A wearer of multiple hats, she’s also in charge of managing and billing of all clients as well as managing job costs.

But after work, Barbara’s off to her lake community to spend time with her husband, three daughters, and two dogs. Whether entertaining at home or traveling locally and internationally, she’s equally appreciative of her daily life and exploring diverse cultures. When it’s time for relaxation, Barbara can be found on the beach, where she feels most at peace.

**Cristian Urriola**  
**Lead Programmer**

Though Cristian was born all the way in Santiago, Chile, he eventually made his way to the States and attended Rutgers University in New Jersey.

He began working at Russell Research in 1997 and today he spends his days developing and managing survey sites for data collection.

Married and a father of two, Cristian likes to spend time with his family when not at the office. Very much an early riser, Cristian reminds us all that: “The longer you are up, the more you can accomplish!”

**Connie Cuff**  
**Senior Project Director**

After growing up in Queens, New York, Connie got her psychology degree at Queens College. It was during her college years that she first became an intern at Russell Research before achieving full-time status in 1990.

As Senior Project Director, she manages projects and works alongside account executives to help meet the needs of clients.

Still loyal to New York, Connie now lives in Brooklyn with her husband and two sons. And being a true New Yorker and a big survival TV fan, it’s no surprise that Connie’s chosen items for being stranded on a desert island include a big fat knife, a fire starter, and rope.

**EJ Bilynsky**  
**Director of Technology**

A North Jersey native, EJ’s fascination with technology and both creating and fixing things began at a very young age. He went on to attend William Paterson University in Wayne, New Jersey, and began working on the phones and coding part-time at Russell Research in 2003.

Once he earned his bachelor’s degree, he began programming online interviews full-time and shortly thereafter undertook the tasks of maintaining and building the IT infrastructures here at Russell Research.

Think of EJ as part Johnny 5 from *Short Circuit*, because he always feels alive—especially late at night when configuring new equipment—and Nick Burns, Your Company's Computer Guy, from *SNL*...“You're welcome!”

**George Djecki**  
**Account Executive**

Another proud New Jerseyan, George grew up in Wayne, attended Wayne Valley High School then went on to major in communications at William Paterson University.

Forever fascinated with science, George unexpectedly fell into marketing when he began his career at Russell Research in 1997. But this has suited his fascination well.

Propelled by ambition and strategic thinking, he's ascended through the ranks where he now leads the global business unit and guides us regarding whether to kiss, bow, or shake hands with our counterparts.

His marketing and problem-solving have also helped him in key personal areas—like identifying the vegetables his kids will eat, convincing his wife to join him in the activities he enjoys, and learning how to ask the right questions to understand an issue at hand.

**Greg Caruncho**  
**Field Services Director**

After earning his bachelor's in business management from William Paterson University in good ol' Wayne, New Jersey, Greg began his career at Russell Research in 1997.

Greg grew up in North Jersey, just minutes from Manhattan. And while he's a city kid at heart, he now resides closer to the beach, where he enjoys a more laid-back lifestyle with his family.

He also enjoys the idea of being compared to an avocado—because it's a super food. Like an avocado, Greg's tough on the outside, soft on the inside, and has a solid core. Not to mention, you can put him on anything—tasks large or small, he'll always find a way to adapt!

**Janet Birnholz**  
**Director of Project Management**

New Yorker, night owl, mother of two—Janet is a lot of things. But at Russell Research she's Director of Project Management. And she's been with at the company since 1982.

As the Director of Project Management, she's very involved in all aspects of a research project—from developing the questionnaire, to overseeing all fieldwork and tabulation functions, to reporting. And at all stages of the process Janet's always available to help provide guidance to clients.

After growing up in Queens, New York, and earning her bachelor's from Queens College and MBA from Pace University, Janet moved to Long Island where she lives today. There, she enjoys spending time with her two sons—who are completely different from one another and always keep things interesting.

**Jeff Pillartz**  
**Account Services Director**

Jeff is what you may call a sushi addict. It's his healthy alternative as well as the only food he could truly eat at every meal for days on end. But sushi addiction aside, he's also been a dedicated member of the Russell Research team since 1994.

Today, in his role as Account Services Director, he works diligently with clients to develop the most effective research designs to meet their objectives. While delivering sound and actionable research is cost of entry, making sure the process is an enjoyable one is what keeps clients coming back.

Before starting his career, Jeff attended Florida State University. And before that, he grew up in Guilford, Connecticut.

Unlike many of his friends, he didn't start skiing until age 32. But now, he's become completely enthralled, and much to his wife's dismay, tries to plan every vacation around the chance to jump into a big bowl. He approaches skiing the same way he approaches his job—give it all you have knowing it will make the first beer taste that much better.

**JoAnn Kirk**  
**Director of Data Tabulation**

After growing up on a farm in Stittville, New York—a place that lived up to all the images its name conjures—JoAnn earned her degree from SUNY Binghamton. It was then that she left the bucolic life behind and moved to New York City seeking change! Excitement! And glamour!

Naturally this led to a data processing stint followed by a career at Russell Research beginning in 2002. Here, she runs the Coding and Tabulation Departments and manages the schedules. Between exacting methodology, high volume, and quick turnaround, her role is both challenging and exciting—there's truly never a dull moment!

But when not working, you probably won't find her indoors. She much prefers the beach where she can bask in the relaxation of immense seascapes, colorful skies and the ever-changing sounds of the surf. If you do happen to find JoAnn inside, she's probably just perfecting her mixology skills. In fact, it's been said that she makes the best Cosmopolitan on the Eastern seaboard!

**John De Biasio**  
**Partner, President**

After earning his undergraduate degree in biochemistry and MBA from Rutgers in New Jersey, John didn't have a clear career path. After a stint in corporate finance, brand management, then marketing management, John became friends with Alan Russell. And this changed everything.

A brilliant researcher, Alan instilled in John a love for the unique challenges of marketing research. His love of the business eventually led to Alan inviting John to join Russell Research and making him a Partner in 1989.

Since then John's been actively growing the business. He and his wife, Lynn, have also had the rewarding experience of raising seven children, which has helped broaden his perspectives.

A wine lover, John enjoys spending time with both family and friends over a bottle whenever the opportunity arises. He also likes to play racquetball—but these days it's not likely that you'll find him diving for shots or running up sidewalls the way he once did.

**John Gallego**  
**Software Developer, Tabulation Specialist**

Born in Colombia, John came to the United States early in his childhood. His family settled in New Jersey and he went on to attend New Jersey City University, in Jersey City.

And in 2005, he started working for Russell Research where he's a Tabulation Manager responsible for the quality of the data in each of our studies. He's also a Software Developer working closely with the survey programming team on server and client-side web applications.

After work, John enjoys spending time with his wife and young son at their New Jersey home. If it were up to John, he'd also jump at the chance to hang out with Alan Turing, the father of theoretical computer science and AI. John thinks it'd be rather exciting to blow Mr. Turing's mind by showing him a smartphone as an example of the modern application of his work.

**John Hunoval**  
**Manager of Qualitative Services**

John grew up in beautiful Madison, New Jersey, and attended Oratory Preparatory School before heading out to Muhlenberg College in Allentown, Pennsylvania—yes, of Billy Joel fame! And in 2011 he started his career at Russell Research.

In his role, John oversees all qualitative projects conducted within the company. He's also a Moderator, with experience working in a variety of categories including financial services, automotive, and telecom.

When not working, John is closely following his favorite New York sports teams—the Giants, Yankees, and Red Bulls. You might also find him noshing on sushi, corned beef, or pickles, which are his favorite foods. He's even on a quest to find a restaurant out there that offers all three!

**John Wackerow**  
**Coding Department Manager**

Originally from Syracuse, New York, John got his degree in Business Administration at SUNY Oswego in Oswego, New York. He gained experience as a study director before joining the Russell Research team in 2010.

John oversees the Coding Department, which plays an important role in the tabulation process at Russell Research. Thanks to him, things run smoothly on a daily basis...well, usually...

Though John enjoys life in the Northeast, he really enjoys staying active and often dreams of living in Northern California chock-full of outdoor adventures and an impressive vegetable garden. John recently started playing guitar, and we hope he serenades us at the next office party.

**Josh Sinforosa**  
**Programmer, Alternate Searcher on the Fire Safety Team**

After growing up in West Paterson, New Jersey, Josh attended school at Ramapo College, also in the Garden State. And in 2011 he began working at Russell Research.

His role as Programmer consists of understanding and translating questionnaire documents into functional survey sites.

If Josh could be in any movie, he'd choose *The Lord of the Rings*—playing Gandalf the White...because who wouldn't want to be a powerful wizard who always seems to save the day?

**Kim FerraULO**  
**Receptionist**

New Jersey proud, Kim grew up in Wayne then went on to graduate from Glassboro State College (now Rowan University).

In 2012 she started her career at Russell Research as a Hostess for Focus Crossroads. And today she's the morning Receptionist, making a chipper first impression on both clients and fellow team members each day.

Kim's what some might call a shopaholic. Online or in person, she can't get enough of it. When asked what she'd bring if she found herself stranded on a desert island (without a shopping mall), Kim was quick to answer: a phone, sunscreen and a good bottle of wine.

**Kira Hogan**  
**Senior Project Director**

After attending Vassar College in Poughkeepsie, New York, Kira began working at Russell Research in 1994. She started in the New York Office near Columbus Circle before moving to the Washington DC area and opening the first Virginia office in 1996.

A Broadway Baby at heart, Kira grew up on Riverside Drive on the Upper West Side of Manhattan. And though she now lives in Alexandria, Virginia, with her husband and young daughter, she can often be found attending a theatre show, volunteering at a local theatre, or listening to the Broadway station on Sirius XM.

When not working or immersed in theatre, Kira's interests include reading mystery and urban fantasy books, watching movies, playing board games, and traveling.

**Kristy De Biasio**  
**Senior Project Director, Quality Manager**

Northern Jersey born and bred, Kristy graduated from The College of New Jersey in 2003 and immediately began working at Russell Research.

As a Senior Project Director, Kristy manages a variety of quantitative jobs from start to finish, making sure the right questions are asked of the right people, and reporting the results to each client. She's also the Quality Czarina for the company, meaning she makes sure everyone is providing the highest quality standard of work and that each employee follows the ISO 20252:2012 standards.

Though she's spent her entire life in Jersey, Kristy can't imagine living anywhere else. Here, she's got a close-knit family and access to the greatest city in the world—New York. Aside from loving the Northeast, Kristy is a lover of the color blue and thunderstorms.

**Larry Hooper**  
**Partner, Senior Management, Client Service Team Leader**

A native of Nashville, Tennessee, Larry graduated from Austin Peay State University, worked briefly for the State of Tennessee, and then moved to New York City.

After living in the city just a couple of months, he took a job as a typist-trainee at Russell Research in 1977. After roles in Senior Management and as a Client Service Team Leader, one thing led to another and he became a Partner of the firm in 1989.

Though Larry lived in Manhattan for 20 years, he now proudly calls Green Pond, New Jersey, his home. There, he spends time with his family, friends, and dogs. Larry's an early-riser and he's always busy taking on a new DIY project whether home design or landscaping.

His favorite website hands down is The New York Times site, because it provides almost every development of note in art, science, politics, medicine, etc., in one place and in the most interesting form. And when asked where he'd live if he could choose anywhere in the world, Larry's quick to reply that there's no need to live elsewhere, because he's got it all right here. Of course he wouldn't mind more time in Florida during the winter though.

**Lori Lindstrom**  
**Project Manager, Facility Manager**

Lori loves the pulse of New York City where she received a bachelor's in Marketing and Communications at FIT, before migrating back to the Jersey side where she grew up. A lifelong resident of North Jersey, she developed her enjoyment of the outdoors there.

Since joining Russell Research in 2004, Lori has earned her way to Project Manager. And she also now oversees qualitative studies at Focus Crossroads. Not to mention, the beautiful view of NYC from the East Rutherford facility is the best of both worlds!

Lori enjoys the mountains, the ocean, and just being outdoors. In her downtime she would love to travel more and explore new cultures.



**Marc Goulet**  
**Account Services Director**

A native of New York's Hudson Valley, Marc attended college in Buffalo. He joined Russell Research in 1997 and works tirelessly to identify business opportunities for current clients.

His Account Services Director role involves developing client relationships and designs/analyzes both qualitative and quantitative research for clients.

When not in the office, Marc tries to find the right balance between his love of endurance sports, music, and craft beer.

**Mark Petrone**  
**Qualitative Research Project Director**

Raised in North Brunswick, New Jersey, Mark studied at The College of New Jersey (TCNJ) in Ewing, where he received his bachelor's in Business Administration—majoring in Finance and Economics—before moving to Hoboken.

He began his career at Russell Research in 2013, and is primarily responsible for the execution of all aspects of any qualitative projects, from the development of research proposals and discussion guides, to the delivery of final reports.

Mark also moderates qualitative interviews and creates reports based on findings to help clients develop and shape future strategy decisions.

If he could be any movie character, Mark would like to be Will Hunting, a la Matt Damon's character in *Good Will Hunting*. It's one of his favorite movies and, like Will, in fact (or at least in his mind) Mark's best friend is Ben Affleck and he often finds himself solving difficult math equations while working nightshifts as a janitor at MIT. However, he has yet to come up with a correct answer to any of the equations...

**Matt Sinforosa**  
**Programmer, IT Manager, Alternate Floor Warden**

After growing up in West Paterson, New Jersey, Matt studied at the New Jersey Institute of Technology and Montclair State University. He began working at Russell Research in September 2008, and today he programs the online and phone surveys. Matt also manages day-to-day IT issues and contributes to larger-scale IT projects.

Matt might also be responsible for getting people safely outside in the event of a fire but he's just an alternate so he doesn't need to worry about it unless John Wackerow dies.

When Matt's not working, he enjoys cycling and watching obscure Italian movies from the '60s and '70s. He also likes to spend time with his twin girls, Harper and Addison.

If Matt could be a character in a movie he'd choose Kurt Russell's character Jack Burton from *Big Trouble in Little China*. "It's all in the reflexes!"

**Megan Grusczynski**  
**Coding Supervisor**

Raised in Northern New Jersey, Megan calls West Milford home. Between skiing and bike riding, there was always something fun to do there—and she still skis today.

Megan earned her degree at Ramapo College of New Jersey and then became a part of Russell Research in 2014. As a Coding Supervisor, she works with raw data—checking to make sure completed surveys have usable data and building codes that break down data into a format that’s cohesive for being moved through the other departments and along to the client.

When not working, Megan dreams of an idyllic life in Hawaii where the weather is amazing both during rain and shine, the ocean surrounds you everywhere you go, and the food you eat is so incredibly local and delicious. She also likes to go to concerts as often as possible, especially in the summer.

**Michael Brillantes**  
**Project Director**

Though Michael was born and raised in North Jersey, he loves it and does not plan on moving anywhere else. Still, he enjoys traveling the world—especially visiting his parents’ home country of the Philippines.

Michael graduated from New Jersey’s Rutgers University and started working at Russell Research a year later, in 2010. As a Project Director, he oversees studies from start to finish. Michael works with all internal departments and often with clients to ensure each project is successfully completed.

Though he’s a lover of Filipino food, Michael just can’t say no to pizza. He also can’t say no to basketball—and he likes the idea of being 25 years old forever because it’s a great age for maintaining prime basketball shape. If perchance he were stranded on a desert island, without pizza or basketball, he’d at least want a good knife, a flint stick, and a water bottle.

**Nicholas Roman**  
**Data Tabulation Manager**

Nicholas grew up, and currently lives in, Wood-Ridge, New Jersey—no, not Woodbridge. After graduating from the very small Wood-Ridge High School, he went to college at the very big Penn State (We Are!).

In 2014 he began working at Russell Research. As a Data Tabulation Manager, Nicholas generates tables from survey data, and cleans the data for inconsistencies.

His college major was physics, and he definitely has the nerdy interests to back it up. Yes, his favorite movie is *Star Wars*—and he’s even a fan of the prequels! And, yes, he’s a bit of a gamer. But he’s also a big sports fan, which includes cheering on the Devils, Yankees, Giants, Red Bulls, and of course his alma mater.

Did we mention Nicholas has been bowling semi-competitively since middle school, and he’d absolutely love to take on any challenger?

**Rob Cohen**  
**Operations Manager**

Rob was born and raised on Staten Island, New York, where he broke many bones as a child playing every sport he could get involved with.

After receiving his master's degree from St. John's University, Rob started his career at Russell Research in 2013. As Operations Manager, he spends his days training interviewers on new projects, reviewing in detail the full survey and all specification related to the project. Rob also monitors interviewers' progress on projects to ensure they're adhering to interviewing standards and procedures, while ensuring deliverables are met in terms of quality and timing expectations.

But don't let his mature career and master's degree fool you because Rob's favorite foods typically resemble the menu at a 5-year-old's birthday party. He can often be found chowing down on pizza, chicken fingers, and anything covered in cheese.

**Ruth Hernández-Stanziale**  
**Senior Project Director**

Growing up in the ever-changing, fast-paced city of New York prepared Ruth for the swift, dynamic needs of advertising and market research. She attended Bernard M. Baruch College, in New York City, where she earned her BBA in International Marketing.

Since 1999, Russell Research has been her second family. In her Senior Project Director role, Ruth develops questionnaires, carries out day-to-day project management, and analyzes data for reports and presentations. And when the need calls for it, she's also a Spanish translator and Hispanic marketing guru.

Somehow between her demanding work schedule and sleep, Ruth has managed to find time for family and hobbies—did someone say they needed something knitted?!

Her life in Sayreville, New Jersey, consists of long walks with her Fitbit®—adoring husband and four-legged son in tow—as well as burning the midnight oil knitting more cozy blankets, scarves, and mittens than you can imagine.

**Sandy Peterson**  
**Coding Supervisor**

Sandy grew up primarily in Wayne, New Jersey, where she attended high school and earned her bachelor's at William Paterson College.

In 2012 she began her career at Russell Research. As a Coding Supervisor, Sandy's job entails taking the responses from open-ended survey questions and trying to develop an orderly code for the responses that come up the most frequently.

Married with three children, two of whom are currently away at college, Sandy is not at all suffering from empty-nest blues. Instead she's out playing tennis, taking walks around the nearby lake, or catching rays at the Jersey Shore. And when it's time to break for dinner, Sandy likes to indulge in Italian cuisine.

**Tom De Biasio**  
**Tabulation Specialist, IT Manager, Director of Human Services**

Born and raised in New Jersey, Tom also attended college at Rutgers University in the Garden State. He then went on to work in—you guessed it—Jersey!

A part of the Russell Research team since 2009, Tom spends his days tabulating data and assisting in IT.

Though he seems to be making the most of his time here at Russell Research, Tom is also very into beekeeping. And there's some buzz around the office that he one day hopes to be a professional beekeeper.

**Warren Comunale**  
**Account Service Director**

After growing up in Queens, New York, Warren swam across the Hudson River—or something like that—and landed in Northern New Jersey, where he now resides.

Warren graduated from State University of New York in Oswego, spent five years at a copy-testing firm, and then began working at Russell Research in 2000. As Account Service Director, he works directly with clients as well as with the Senior Partner. Warren is involved at the project conception, helping to figure out the best methodologies and survey instruments to answer research needs.

He is married to a wonderful woman and together they have two kids—who both really want a dog. But Warren isn't yet sold on that. He's also not sold on quinoa. In fact, his favorite foods include anything without quinoa—especially Alaskan king crab legs and corned beef sandwiches!

**William Kirk**  
**VP of Operations**

Unlike much of the Russell Research team, William was not born or raised in New Jersey or New York. Instead, his roots can be traced back to Grove City, Pennsylvania, where he was born. Tallahassee, Florida, where he grew up. Exeter, New Hampshire, where he attended high school. And Atlanta, Georgia, where he attended Emory University.

William then started his career at Russell Research as a coder in 1961. After stints at several research companies and 25 years running his own Tab business, he returned to Russell in 2002. Today in his VP of Operations role he oversees Programming, Coding, and Tabulation, as well as statistical work and development of tools and procedures.

He enjoys spending time with his wife and daughter, and he's also interested in diet and nutrition.