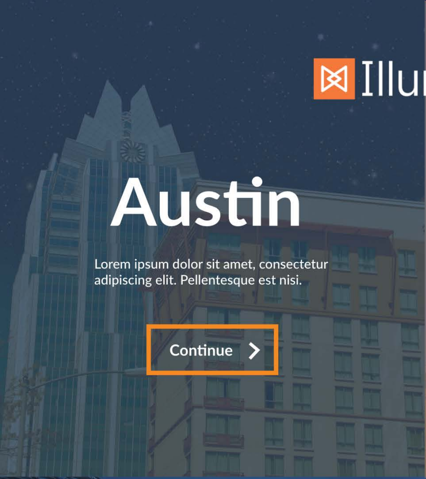

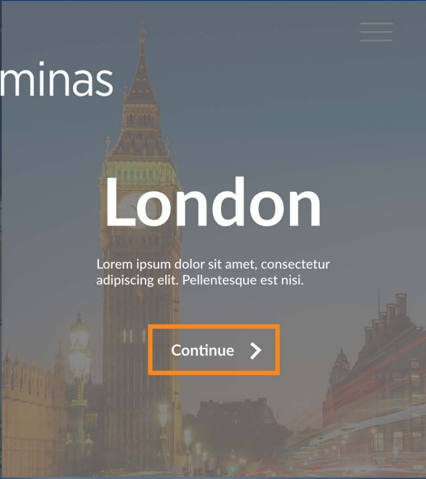

Illuminas

Austin

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque est nisi.

Continue >

London

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque est nisi.

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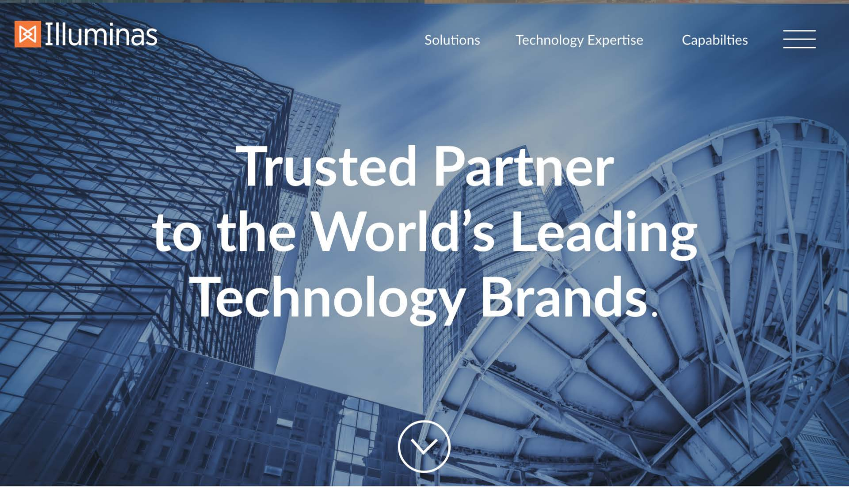


Illuminas

Solutions

Technology Expertise

Capabilties

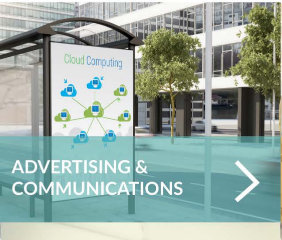
Trusted Partner to the World's Leading Technology Brands.

About Us

We're a full service custom market research consultancy that delivers strategic market intelligence across B2B and consumer markets.

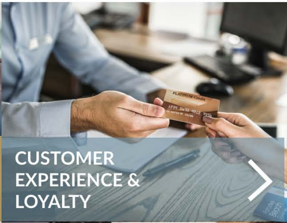
More About Us

Solutions



ADVERTISING & COMMUNICATIONS

BRAND & REPUTATION



CUSTOMER EXPERIENCE & LOYALTY

MARKET & BUSINESS STRATEGY

PRICING STRATEGY & OPTIMIZATION

PRODUCT & SERVICE DESIGN

Technology Expertise

We are passionate about helping the world's leading brands inform their most critical business decisions. Our goal is to help you transform your market research investment into insights that drive brand success.

Overview

Categories

Audiences

Capabilities

Our overall philosophy is based on an "Open Research Platform" that is method-neutral and agnostic. Instead of forcing projects into proprietary models, we leverage the entire toolkit of available methodologies to create custom solutions for each client.

QUANTITATIVE

We've spent years perfecting proven quantitative methodologies.

See Details

QUALITATIVE

Qualitative market research provides a window into thought processes.

See Details

ADVANCED ANALYTICS

Our clients get an all access pass to experienced statisticians.

See Details

GLOBAL SAMPLING EXPERTISE

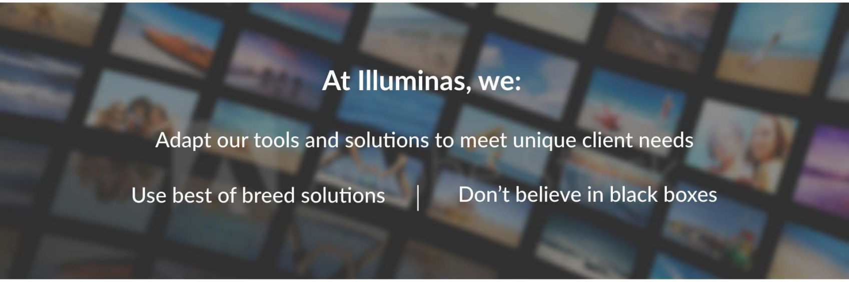
Sampling is the backbone of quality research.

See Details

DATA VISUALIZATION

Research is more than data – it tells a story.

See Details



At Illuminas, we:

Adapt our tools and solutions to meet unique client needs

Use best of breed solutions | Don't believe in black boxes

Clients

●○○○○○

Illuminas

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Solution
Technology Expertise
Capabilities
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Knowledge Center
Careers
Clients
Contact
Glossary

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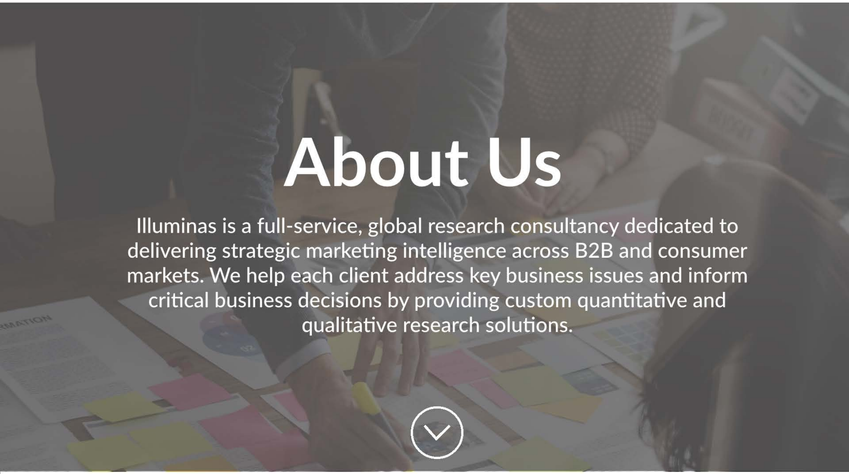

About Us

Illuminas is a full-service, global research consultancy dedicated to delivering strategic marketing intelligence across B2B and consumer markets. We help each client address key business issues and inform critical business decisions by providing custom quantitative and qualitative research solutions.

A Team Who Will Immerse Themselves in Your Business

A Team of Consultants Who Listen to Your Needs

People Who Love to be Challenged

Access to the Most Senior Consultants on Staff

We have the knowledge and expertise to apply proven solutions to your business problem, but we never assume "one size fits all." Every client project receives the attention to detail and deep thinking required to provide true insight for specific markets and categories.

Testimonials

‹ Researchers, marketers, strategists, and storytellers: our Global Board and Executive Team are experts with over a century of combined experience in market research. We love research and have a passion for fueling the success of our clients. ›

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The Illuminas Team

Researchers, marketers, strategists, and storytellers: our Global Board and Executive Team are experts with over a century of combined experience in market research. We love research and have a passion for fueling the success of our clients.

Jay Shutter

Chief Executive Officer, Illuminas Austin

Jay has more than 20 years of experience developing new research products and services that address the evolving technology industry and brings unique insight to each project. As a recognized thought leader in researching the technology industry, Jay has a long history of analyzing the impact of technology and the Internet on businesses, consumers and the economy.

Formerly VP of Research at Citigate Cunningham, Jay launched Momentum Research Group (now part of Illuminas) as a separate operating group in 1998. Prior to that, he held positions as a Director of Research at both InformationWeek and IntelliQuest, where he developed the technology industry's first business research panel as well as an industry leading customer registration business.

Carrie Angiolet

Principal & President, Illuminas Austin

As President of Illuminas Austin, Carrie is responsible for driving client service and development, and ensuring the quality of Illuminas' research solutions. Since 1999, she has been developing custom research solutions that have helped position Illuminas as one of the industry's most esteemed providers of insightful business solutions.

Carrie has over twenty years of experience that includes qualitative and quantitative research consultation supporting various sales and marketing activities, including brand tracking, segmentation analysis, product marketing and channel management. Carrie has created and managed global research programs for some of the world's most successful brands, including Apple, Cisco, Google, HBO, Warner Brothers and VMware.

Andrew Elder

Principal & Chief Resarch Officer, Illuminas Austin

Andrew is the Senior Vice President of Marketing Sciences at Illuminas, where he is the primary methodological consultant on research design, sampling, statistical analysis, and interpretation of research results. He is recognized as a marketing sciences expert among international research professionals, and has designed and implemented advanced research projects that serve some of the world's best-known companies.

Andrew has extensive experience in the areas of branding, market segmentation, conjoint analysis, and online survey methodology, and regularly issues findings in these subjects across a variety of industry publications.

During his tenure as Director of Marketing Sciences at IntelliQuest, Andrew designed and analyzed CIMS™, the leading media planning tool for the technology sector.

Lisa Evans

Senoir Vice President, Illuminas Austin

Lisa will serve as the primary account lead given her knowledge of the brand and target audiences from her experience in the tech industry partnering with Fortune 500 companies on research initiatives spanning the globe covering both B2B and consumer audiences. With 13+ years of extensive global market research experience, Lisa is a consultative partner skilled in both qualitative andquantitative research. She has in-depth knowledge in technology across multiple areas including software, telecom, PCs, enterprise hardware and solutions, mobility, cloud technology and services. She is passionate about working with clients to garner the most from data-driven research insights to help move a brand forward.

Stacey Eacott

Vice President, Illuminas Austin

Stacey has over ten years experience managing quantitative and qualitative market research projects, and has been one of Illuminas' primary moderators for nearly six years. During this time, she has conducted countless qualitative interviews specifically around learning and certification programs for Fortune 500 technology clients, including VMware, Sun Systems, and Cisco.

Stacey joined Illuminas in 2004, after working as an Account Executive for Millward Brown IntelliQuest, where she worked for nearly seven years. Her success in executing quantitative and qualitative solutions both domestically and internationally has contributed to her position as an expert in the high tech sector.

Tracey Fisher

Research Manager

As a Research Manager for Illuminas, Tracey Fisher is responsible for managing all phases of quantitative and qualitative research projects. Tracey's involvement throughout the entire project lifecycle includes research design, questionnaire development, report writing, moderating in-depth interviews and acting as a day-to-day client contact. Additionally, Tracey is responsible for managing Illuminas partner relationships.

Prior to joining Illuminas in 2008, Tracey worked as a Research Executive at Millward Brown where she specialized in B2B and technology research. With over six years in the research industry, Tracey has extensive experience in qualitative and quantitative research methodologies, both domestically and internationally.

Tracey earned a Master's degree in advertising from The University of Texas in Austin.

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