Katrina Lerman, Associate Director, Communispace Corporation

As Associate Director of Research at Communispace, Katrina conducts multi-method research exploring consumer trends, social dynamics, and technology advances in private online communities and the marketing landscape more broadly. Katrina has authored numerous whitepapers on a range of topics, including privacy and personalized marketing, engaging consumers across the globe (with a particular focus on China and other BRIC countries), mobile research usage and adoption, and participation in online communities. Katrina provides thought leadership to help Communispace and its clients leverage the power of collaboration for insight and co-creation, presenting her work at conferences, speaking at industry events, and publishing articles in the business and market research press.