



## Julien Beresford

### Director, Surveys and Market Research

Julien Beresford is a market research specialist with over 30 years of experience in conducting B2B and B2C surveys and interviews across industries, including consumer packaging, industrial goods, financial services, and computer hardware. He and his team handle the full survey process, from building statistically valid samples, to fielding the survey, to creating cross-tabulations and analyzing the results.

Before setting up his own research business in 1991, Julien served as senior director of research at Peppers&Rogers Group, where he built and led a team of 15 who developed thought leadership studies and executed client assignments. His clients include Booz Allen, IBM, Towers Watson, PeppersComm, Oxford Economics, The Street, and the NYC Department of Transportation.

## Areas of Expertise

Thought leadership

Marketing

Surveying

Publishing

Strategic planning

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## Education

AB in History and  
English, Princeton  
University

MBA in Marketing and  
Management  
Organization, Columbia  
Business School

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