

Adriana Waterston is Senior Vice President of Insights and Strategy for Horowitz Research. A seasoned quantitative and qualitative market researcher, Adriana handles project management for select clients, and oversees all the company's multicultural and Latino research endeavors. She has particular expertise in ethnographic research, focus group moderation, and one-on-one interviewing. Over the years, she has moderated hundreds of groups, conducted in-home ethnographic research, and designed Online Research Communities on a bevy of topics ranging from traditional and new media and entertainment consumption; programming/channel evaluation; category assessments/unmet needs; pricing and packaging; travel; advertising effectiveness; marketing communications effectiveness; customer service satisfaction; lifestyles and family dynamics; and brand/corporate image. A fully bilingual moderator and ethnographer, Adriana has particular expertise with research among Spanish-dominant, bilingual and English-oriented Latinos in addition to "general market" consumers.

Adriana is a recognized expert on the U.S. Hispanic and multicultural market. She is often quoted in the trade and consumer press and her articles on the topic have been published in various media industry publications including Multichannel News and Sky REPORT. Adriana is often invited to speak at industry events and conferences such as the Hispanic Television Summit and those hosted by NCTA, NAMIC, CTAM, the ARF, the MRA, and AHAA, among others. She is also the lead organizer and co-host of the annual Horowitz Cultural Insights Forum, a New York City event that draws a crowd of over 350 media and advertising executives. Adriana has been named one of the industry's "Most Influential Minorities in Cable" by Cablefax Magazine, and has received CTAM TAMI award for her work in multicultural marketing.