

**Christina Liao, Ph.D.**

Christina Liao is Vice President, Marketing Science, at CMI, a research firm that provides information based marketing solutions that drive results. Christina has been designing and implementing research studies since 1995. Before joining CMI, Christina was Technical Director at ORC Macro. She has extensive experience in survey design, data quality control, and statistical modeling and analytic techniques. Christina's strengths are consulting with clients on the appropriate use of statistical models and techniques, handling missing data in statistical analysis, and translating statistical results into actionable marketing insights. Specifically, Christina has expertise in the use of conjoint analysis, structural equation modeling, hierarchical linear modeling, segmentation analysis, and longitudinal analysis. She has both a Ph.D. and a Masters degree in Research, Measurement and Statistics from Georgia State University.