



## Technical Capabilities





# Our Promise

Organizations perform better when they meet the needs of the world in which they operate.

At EurekaFacts, we provide the insights that inform better programs that meet the needs of stakeholders.

We live in pursuit of the Eureka moment in every study, for every client. This is our way of helping you shape a better world.

We invite you to take a close look at our capabilities and start a conversation of how we can help you make a greater impact.

*Jorge Restrepo*

Jorge A. Restrepo, MGA  
Founder & CEO





# Research that Supports Development

Our research has supported efforts across a wide range of initiatives. A few examples include

- ★ Evaluation of English Language Programs for the US Department of State including e-teacher programs, Fulbright ETA, Specialist programs. Bilateral US- Turkey program; on-site assessments in Chile, Russia, Turkey, Thailand.
- ★ Multilingual program evaluation studies spanning the globe using surveys, interviews, ethnography and mixed/blended approaches.
- ★ Program metrics/assessments for International Visitor Leadership Programs for US Department of State
- ★ Analysis of impact assessments for transparent/accountable government in development efforts of the Latin American Region for the Interamerican Development Bank
- ★ Evaluation of public diplomacy efforts and international programs for multiple NGOs
- ★ A needs assessment of an indigenous group displaced by armed conflict in Colombia





# Expertise Across Various Domains

Our research has supported efforts across a wide range of initiatives. Formative research and needs assessments, monitoring and evaluation, policy research and behavior change are among our core areas of expertise. These domains of expertise include:

- ★ Democracy
- ★ Governance
- ★ Public diplomacy
- ★ Education & Training
- ★ Public Health
- ★ Health
- ★ Infrastructure
- ★ Environment
- ★ Entrepreneurship & small business
- ★ Employment, social security programs
- ★ Local community engagement
- ★ Displaced and marginalized populations





# Specialized Services

**Marketing Research**



**Advanced Analytics & GIS**



**Customer Insights**



**Social Science &  
Public Perception Research**



**Multilingual  
Data Collection & Coding**



**Human Factors &  
Workforce Studies**





# Social Science & Market Research

- ★ Program formative research, monitoring and evaluation
- ★ Content analysis, survey research, market studies
- ★ Strategic communications research
- ★ Public perceptions / opinion & behavior
- ★ Stakeholders, professionals, government officials/leaders, educators, academics, and policy makers
- ★ Established internal IRB to ensure protection of human subjects in sensitive studies.
- ★ FISMA moderate security for PII, PHI, sensitive information
- ★ Multilingual, multicultural leadership and staff





# Cognitive & Usability Research

- ★ Customer perception, affective response
- ★ Usability testing of websites, online forms, online training and learning modules, instructions and device use.
- ★ Experts at working with low literacy populations, youth and culturally isolated groups
- ★ Cognitive and usability testing of online, paper-based, and phone surveys, computer-based interactive tests, training materials and online training interface, communication materials
- ★ Expert cognitive scientists & behavioral coders





# Cognitive Interviewers & Research Facilities



- ★ Experienced interviewers – English, Spanish, French, Korean, Chinese
- ★ Uniform remote interviewer training for quality assurance in accordance with rigorous research processes
- ★ Mobile data collection labs,
- ★ World-wide network of facilities, moderators, interviewers and recruiters
- ★ System setup for rapid collection and aggregation of qualitative data



# Recruitment of Hard to Reach Audiences

- ★ Highly experienced team of participant recruitment specialists
- ★ Multilingual team: Spanish, Chinese, Russian, Korean and more
- ★ Well-developed relationships with community organizations
- ★ Populations: executives, members of ethnic minority populations, disabled individuals, teenagers/youth, senior citizens, low socio-economic status





# Specialized Research Facilities

- ★ Focus Group & One-on-One Interviewing Facilities
- ★ National/ International network of facilities and interviewers/moderators
- ★ Fully equipped facilities designed for focus groups and one-on-one interviewing. Unobtrusive observation areas and all-digital recording equipment





# Multiple Mode Data Collection

- ★ Telephone Research Call Center
- ★ Multi-channel contact center
- ★ Multi-lingual Interviewers
- ★ Intercept, household & direct observation
- ★ Paper/mail data entry & scanning
- ★ Online survey programming & survey help desk
- ★ Data coding – human-led & automated
- ★ Capture of structured & unstructured data





# Advanced Analytics

- ★ Statistical hypothesis testing
- ★ Data modeling & predictive analytics
- ★ Text-mining & qualitative data analysis
- ★ Geographic information analysis
- ★ AI – Deep learning neural network design & operational algorithms
- ★ Data visualization & dashboarding
- ★ Experimental design & sampling





# Proven Leadership

EurekaFacts is comprised of more than fifty professionals, led by a senior management team with strong expertise and experience.

**Jorge Restrepo, MGA**  
Chief Executive Officer

**Paul Schroeder, MA**  
Chief Business Officer

**Maya Jerome, PHR, SHRM-CP**  
Administrative Officer

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**Alec Ulasevich, PhD**  
Senior Director of Public  
Affairs Research

**Alison Wurzel**  
Director of Business  
Development

**Bohdana Sherehiy, PhD**  
Senior Director of Human  
Factors Research

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**Mila Sugovic, PhD**  
Director of Cognitive  
Research

**Djass Mbangdadj, MS, MBA**  
Chief Statistician

**Cheryl Wiese, MA**  
Director of Field Services

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**Patrick Benko**  
Director of Digital Marketing

**Lani Steffens, MA, MPH, CPH**  
Director of Social Marketing

**Malinda Rhone, PhD**  
Director of Ethnographic  
Research





# Selection of Government Clients





# Selection of Commercial Clients





# Selection of Non-profit and Association Clients



The Cambridge Institute  
of International Education







**Jorge Restrepo M.G.A.**

CEO

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Small Business - US SBA SDB Certified



Certified international Standard  
for Market, Opinion and Social  
Research ISO 20252

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