

**CURRICULUM VITAE OF
PATRICIA A. YANES**

Applied Marketing Science, Inc.
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EDUCATION

2017 Bentley University
 Master of Business Administration

2010 Boston College
 Bachelor of Science in Management with a Marketing Concentration

EMPLOYMENT

2021 – Present Principal, APPLIED MARKETING SCIENCE, INC.
 Burlington, MA

- Discrete Choice Methodology Lead in the firm’s Litigation Support practice to support expert testimony in civil cases through survey research.
- Manage referrals and support affiliated experts in matters where consumer opinions and behaviors are an important determinant of liability and damages.
- Manage case teams in complex class action cases
- Assist attorneys with assessing the benefits of collecting market research data, critique opposing expert reports, and prepare experts for deposition and trial questioning.

2018 – 2021 Associate Principal, APPLIED MARKETING SCIENCE, INC.
 Burlington, MA

- Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.
- Managed litigation consulting projects involving consumer surveys in trademark, false advertising, class action, and patent infringement matters.
- Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.

2013 – 2018 Manager/Senior Manager, APPLIED MARKETING SCIENCE, INC.
 Burlington, MA

- Independently led all phases of custom quantitative and qualitative research for complex projects helping clients understand customer behavior and identify new marketplace opportunities.
- Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.
- Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.

2010 – 2013

Analyst/Senior Analyst, APPLIED MARKETING SCIENCE, INC.
Burlington, MA

- Supported the day-to-day execution of all aspects of survey research, including exploratory research, survey design, survey fielding, data analysis, and report development.

PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research (AAPOR)

Insights Association (IA)

Institute for Operations Research and the Management Sciences (INFORMS)

Women in Research (WIRe)

PUBLICATIONS

Yanes, P. A., & Berger, P. D. (2017). How WeChat Has Changed the Face of Marketing in China. *British Journal of Marketing Studies*, 5(3), 14–21.