

---

## CURRICULUM VITAE

### GÉRALD GRISE

Vice-President Operations  
Angus Reid Group, Inc.  
(204) 949-3100  
Fax: (204) 942-5669  
1900-155 Carlton Street  
Winnipeg, Manitoba  
R3C 3H8

#### EDUCATION

M.A., Sociology, University of Ottawa, 1991  
B.S.Sc.(Hons), Sociology, University of Ottawa, 1985  
B.A., Psychology, University of Ottawa, 1983

#### PROFESSIONAL ASSOCIATIONS

Professional Marketing Research Society  
Field Management Group  
American Marketing Association  
Canadian Evaluation Society

#### PROFESSIONAL EXPERIENCE

- 1991-Present                    Vice-President Operations, Angus Reid Group Inc.
- Responsible for the coordination of all field services, data entry, and computer analysis across all central location interviewing facilities of the Group;
  - Develops high quality standards and ensures that they are always met;
  - Oversees all computerized operations throughout the entire survey process including script writing, pretesting, data collection and analysis;
  - Responsible for technology strategy with respect to equipment, telecommunications, data base management, and report production services.
- 1986 - 1991                    Senior Consultant / Survey Operations Manager, Price Waterhouse Ltd.
- As Manager of the Price Waterhouse National Survey Centre, responsibilities included marketing and administration, and consulting services to clients mainly in the areas of Marketing, Human Resources, and Program Evaluation.
- 1985 - 1987                    Graduate Teaching Assistant, University of Ottawa
-