

Catherine Giordano

Catherine Giordano is president of AnswerSearch, Inc., a full service market research company, conducting both quantitative (telephone, personal intercept, mail, and internet surveys) and qualitative (focus groups and depth interviews) research projects. Local clients include LYNX, Kissimmee-St. Cloud Convention and Visitors Bureau, AAA, ORANGES, and the Festival of Orchestras.

Catherine Giordano has a BA in Psychology from Queens College and a MA in Social Psychology from NYU. Prior to founding AnswerSearch in 1990, she was Vice President/Account Executive at Market Facts, Decisions Center, and Yankolovich Partners.

She has been a member of the Central Florida AMA since 1995.