



**FOR IMMEDIATE RELEASE**

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## Winners of the QRCA 2020 Young Professionals Grant Announced

November 5, 2019 – [QRCA](#), a global association of the world's most innovative, collaborative and passionate qualitative research professionals, has announced the winners of its [2020 Young Professionals Grant \(YPG\) Program](#). First launched in 2014, the YPG was created to help advance the careers of qualitative researchers aged 35 and younger via access to peer networking and educational sessions at the QRCA Annual Conference. Since the start of the Young Professional Grant Program, 83 research professionals have been given the opportunity to attend the QRCA Annual Conference and network with qualitative researchers from around the world. Two former YPG winners currently serve on the QRCA board with several others in organizational leadership positions. Out of 85 applicants this year, the 2020 recipients are:

- Darya Akulshyna, Co-Founder & Research Lead, Vayoola Inc., Canada
- Zoë Billington, Associate Director, Research & Strategy, Kelton Global, United States
- Ilana R. Borzak, Strategist & Project Director, RealityCheck, United States
- Anna Budny, User Experience Architect, Mobiquity, United States
- Arundati Dandapani, Founder & CEO, Generation1.ca, Canada
- Shira Glickman, Independent Market Research Consultant & Chief Brainiac, Encompass Market Research, United States
- LaiYee Ho, Co-Founder & Researcher, Delve, United States
- Brittney Hopgood, Product Designer (UX), CDW, United States
- Joseph Kelner, Research & Innovation Director, Freelance, United States
- Jenna McFarland, Manager, Barry Callebaut, United States
- Kristin Minzenmayer, Associate Director, Egg Strategy, United States
- Shadae Pickett, Research Advisor, dscout, United States
- Melissa Reinbold, Research Manager, Psyma International, United States
- Andre Eduardo Sanabia, Senior Analyst, Federal Marketing Practice, PSB, United States
- Allyson Sovinsky, Qualitative Research Associate, MarketVision Research, United States

These recipients, who demonstrated interest and dedication to the field, will attend [QRCA's Annual Conference](#) in Austin, Texas on January 29-31. **This annual conference is the premier gathering for qualitative researchers, with unparalleled opportunities to connect and network with other researchers, expand and strengthen skill sets via hands-on collaborative practice, learn from the best of the best in the industry, refresh perspectives, and reinvigorate businesses with new methodologies, tools and partners.** In addition to complimentary conference attendance, each grant winner receives membership to QRCA for the 2020 year.

Thanks to generous support from partners [Schlesinger Associates](#), [M/A/R/C Research](#) and [FocusVision](#), these recipients have been awarded passes to attend QRCA's Annual Conference in Austin, valued up to \$1,400 per awardee. "The YPG program represents the next generation of

QRCA,” says QRCA President Kelly Heatly. “The recipients of this award bring a level of energy and enthusiasm to our organization that is irreplaceable. We are dedicated to supporting their careers while learning from their fresh perspectives.”

For more information about the YPG program, please visit [qrca.org/ypg](http://qrca.org/ypg) and follow [#YoungQRCA](https://twitter.com/YoungQRCA) on Twitter.

### **About QRCA**

[QRCA](#) is at the heart of advancing qualitative research, providing its members with a worldwide qualitative community that is innovative, collaborative and passionate about maximizing the power of qualitative research. QRCA members are professionals who design, conduct, analyze or support the conduct and analysis of qualitative research. They include independent consultants, in-house researchers, agency researchers, project managers, support services, field resources, academics, students and retirees – all passionate about maximizing the impact of qualitative research