

Dr. Walter R. Paczkowski, Senior Statistician



Walter R. Paczkowski received a Ph.D. in economics from Texas A&M University in 1977 with a concentration in econometrics and statistics. He has worked in various quantitative positions at AT&T such as their business research and forecasting divisions as well as their consumer lab division where he used advanced statistical techniques to identify consumer preferences for new telecommunications services. After AT&T, he consulted in an array of industries including food, direct marketing, jewelry, pharmaceuticals, banking, publications and entertainment. Walter has taught as an adjunct professor of economics at Rutgers University and an adjunct professor of mathematics and statistics at The College of New Jersey.

Michael D. Lieberman, Senior Statistician



Michael D. Lieberman has more than 18 years of experience as a researcher and statistician in the marketing and advertising research fields. He has worked extensively with clients in financial services, information technology, food service, telecommunications, financial services, political polling, public relations, and advertising testing fields. Mr. Lieberman has taught at City University of New York and the University of Georgia as an adjunct professor of statistics and market research. Michael holds a B.A. degree in Mathematics from Rutgers University, an M.A. degree in International Affairs from George Washington University, and an M.S. degree in Statistics from Rutgers University.