

QRCA Announces 2020-2021 Officers for Board of Directors

*The global association of qualitative professionals has elected
a new board and executive committee*

September 2020 – Members of [QRCA](#), the global community of qualitative professionals, elected its leadership and Board of Directors for the 2020-2021 term. The volunteer board is made up of leading qualitative experts and works to advance the goals and mission of the QRCA. Candidates were selected based on their demonstrated leadership and ability within QRCA and their vision for the association. Three new board members were elected by their fellow QRCA members to join the board: Farnaz Badie, Corette Haf and Michael Mermelstein.

Caroline Volpe, former Vice President, has filled the seat left by former QRCA president Kelly Heatly, whose board term ended. “QRCA is a global association of passionate qualitative professionals dedicated to elevating each member and the qualitative research industry as a whole,” said Volpe. “Our enthusiastic QRCA board members are honored to help lead this organization to ensure that it serves the needs of our members and all who are a part of the qualitative research industry.”

The 2020-2021 QRCA board members include:

- Caroline Volpe – President
- Roben Allong – Vice-President
- Anya Zadrozny – Treasurer
- Corette Haf – Secretary
- Farnaz Badie – Director
- Pam Goldfarb-Liss – Director
- Michael Mermelstein – Director
- Dorrie Paynter – Director
- Kelsey Segaloff – Director

The board members were seated to their new positions on September 14, 2020 and will continue their work through 2021.

For more information about QRCA, please visit the [QRCA website](#).