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Winners of the QRCA 2021 Young Professionals Grant Announced

November 17, 2020 – [QRCA](#), a global association of the world's most innovative, collaborative and passionate qualitative research professionals, has announced the winners of its [2021 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, 98 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 64 applicants this year, the 2021 recipients are:

- Alice Rakotoarison, UX Researcher, Facebook, United States
- Ami Jhaveri, Qualitative Researcher, Freelance, Canada
- Ashley Paulson, Research Associate, MarketVision Research, United States
- Chelsea Echiverri, UX Researcher, Facebook, United States
- Daniel Day, Associate Research Director, Fulcrum Research Group, United States
- Derek Lizza, Associate Moderator, Director of Technology, Brand Riffs Inc., United States
- Eustina Daniluk, Student, Carnegie Mellon School of Design, MPS, '20, United States
- Jasmin M. Goodman, Principal, The J. Michelle Group, United States
- Lyric Metroplous, Design Researcher, Wondros, and MS in HCI Candidate at DePaul University, United States
- Margot Lieblich, Senior UX Researcher, HubSpot, United States
- Niki Gonçalves, Senior Qualitative Research Analyst, Collage Group, United States
- Sophia Yanik Senior Insight Manager, Manager of Global Partnerships, Olson Zaltman, United States
- Thomas Ware, Analyst II, Liberty Mutual, United States
- Toni Green, Research Whiz, Senior Analyst at Smarty Pants, United States
- Tyler McDonald, Associate Director, BrandOutlook, United States

These recipients, who demonstrated interest and dedication to the field, will attend [QRCA's Annual Conference](#) virtually on February 1-5, 2021. **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 2021 year.

Thanks to generous support from partners [Schlesinger Associates](#) and [M/A/R/C Research](#) these recipients have been awarded passes to attend QRCA's Annual Conference. "The past winners of

the YPG have brought wonderful energy and thoughtful input into QRCA,” says President Caroline Volpe. “I’m excited to meet this year’s winners at the 2021 Annual Conference. QRCA is dedicated to helping them advance their qualitative research knowledge and we are excited to learn from them.”

For more information about the YPG program, please visit 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