

## Inaugural QRCA Thought Leaders Announced

St. Paul, Minn. (July 2021) – QRCA is proud to announce the recipients of the first round of QRCA Advance Thought Leaders! These members showcase the knowledge and expertise to drive new thinking in the field of qualitative research and continually create content that is shared in presentation and written formats.

Education Committee Chairs Caryn Goldsmith and Abby Leafe said, “We congratulate the 2021 Inaugural Thought Leaders who exemplify the talent and generosity of QRCA members, and we look forward to many other thought leaders joining their ranks.”

### 3 Star Status:

- Pam Goldfarb Liss, LitBrains - Igniting Ideas!
- Corette Haf, Think Global Qualitative
- Nancy Hardwick, Hardwick Research
- Ilka Kuhagen, IKM GmbH
- Joel Reish, Cox Automotive Inc.
- Laurie Tema-Lyn, Practical Imagination Enterprises
- Jay Zaltzman, Ignite 360

### 2-Star Status

- Janet Standen, Scoot Insights

### **About the Advance Program and the new Advance Thought Leader Program**

The QRCA Advance program is elevating professionalism in the qualitative research industry by recognizing those members who demonstrate commitment to the profession by participating in educational programs. The [Advance Thought Leader Program](#) is intended to acknowledge QRCA members who actively drive new thinking in the field of qualitative research and create content that is shared in presentation and written formats.

Thought Leader Stars and status are awarded for contributions to qualitative thinking by QRCA members, up to a maximum of 3 stars. Points are earned by creating and delivering presentations on qualitative research topics, by teaching a course at the college or university level, and by publishing articles in QRCA VIEWS, on the QualPower blog or in other peer-reviewed industry publications. Once earned, the stars/status do not expire.

- 1-Star Thought Leader: 2-3 points
- 2-Star Thought Leader: 4-6 points
- 3-Star Thought Leader: 7+ points

Members can apply for thought leadership status by visiting [the QRCA website](#) and filling out a status application.

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[QRCA](#) is the global community for qualitative professionals that connects, educates and advances qualitative methods, practices and standards on behalf of and with its members. 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.