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Geoff is a senior account director and vice president in the Roper Public Affairs & Media division of GfK Custom Research North America. He specializes in public policy, social marketing, and strategic communications research.

Geoff has directed studies on a wide range of policy issues for a diverse portfolio of clients. Many of his studies have been reported widely in the press and he has appeared on national television to discuss Roper Poll findings. In addition, he has directed proprietary, international strategic branding and communications studies for clients in a variety of sectors. In 2007 he founded the quarterly GfK Roper Yale Survey on Environmental Issues, a collaboration between Roper researchers and scholars at the Yale School of Forestry and Environmental Studies.

Clients have included large corporations (e.g., American Express, Pfizer, Glaxo Wellcome, TIAA-CREF, J.P. Morgan Chase, Allianz, Philips Electronics, America Online), media (e.g., NBC, CBS, Voter News Service, Discovery Networks, Oxygen, Nick at Nite, Gruner+Jahr, Ziff-Davis, The New York Times), advocacy organizations (e.g., Partnership for a Drug Free America, AARP, the National Health Council, the American Association of Family Physicians, the National Multiple Sclerosis Society, American Forest Foundation, The Thomas & Stacey Siebel Foundation), university and think-tank faculty (e.g., University of Chicago, Yale University, Harvard University, Georgetown University, the American Enterprise Institute), and public relations firms (e.g., Ketchum; Manning, Selvage & Lee; Porter Novelli; Ruder Finn; RF Binder; Edelman; Siegel & Gale; Fleishman Hillard).

Geoff has long been active in the research community. He served as president of the New York chapter of the American Association for Public Opinion Research (NYAAPOR) from 2003-2004 and received its Distinguished Service Award in 2007. He currently serves on AAPOR's marketing committee.

He has spoken at numerous professional meetings (e.g., American Association for Public Research, Eastern Psychological Association, Wingspread) and his writings have been published in Psychological Science, CASRO Journal, Public Perspective, and Journal of Forestry. Additionally, for three consecutive years, Geoff directed the annual survey for the Council of American Survey Research Organizations (CASRO), the research industry trade association.

Prior to joining Roper, Geoff worked for four years at Oxford University Press. He grew up in Kent, Ohio, and was educated at Kent State University (B.A. in psychology and English) and Dartmouth College (M.A. in experimental psychology).