



Valerie Shalom Berman, M.A.
Partner
Market Segment Research (MSR)

Valerie Shalom Berman has seventeen years of experience helping companies navigate the multi-faceted U.S. Hispanic and multicultural markets, with a focus on increasing clients' cultural proficiency while providing the insight and strategic analysis required in meeting business objectives.

Valerie has served as senior qualitative consultant in the design, coordination, moderation and analysis of qualitative research projects nationwide for multinational/Fortune 500 companies. Recent clients include The Dannon Company, BellSouth, Merck, Schering Plough, Hanes, Kellogg's, Nestlé, American Greetings, and top-tier ad agencies.

She is a public speaker on research-based multicultural topics.

Valerie has a BA in Psychology from Brandeis University and an MA in Education from Stanford University.

TUESDAY, July 29, 11:00 a.m.
General Session 3

The Hispanic Retailing Best Practices Benchmarking Study



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