

Andrew Warrack

President

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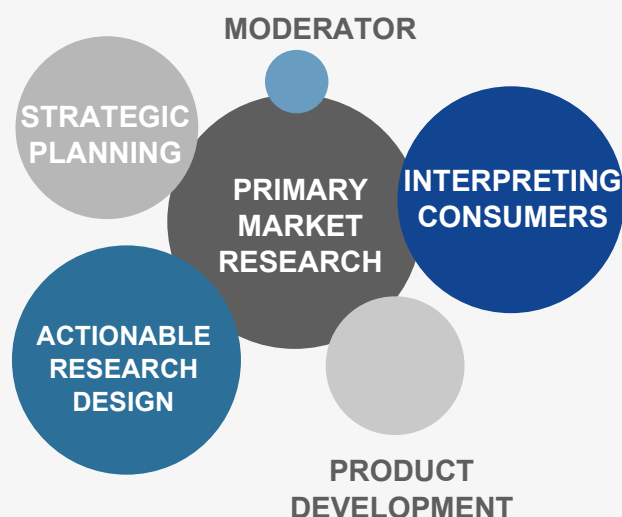
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ABOUT ME: After accomplishing all that I set out for myself as a research consultant over a seven year period at Ipsos-Reid, I left and founded Axiom Consumer Research Inc. (now People Principles Inc.) based on a vision of delivering new and innovative perspectives and a closer collaboration with clients.

EXPERIENCE & EDUCATION

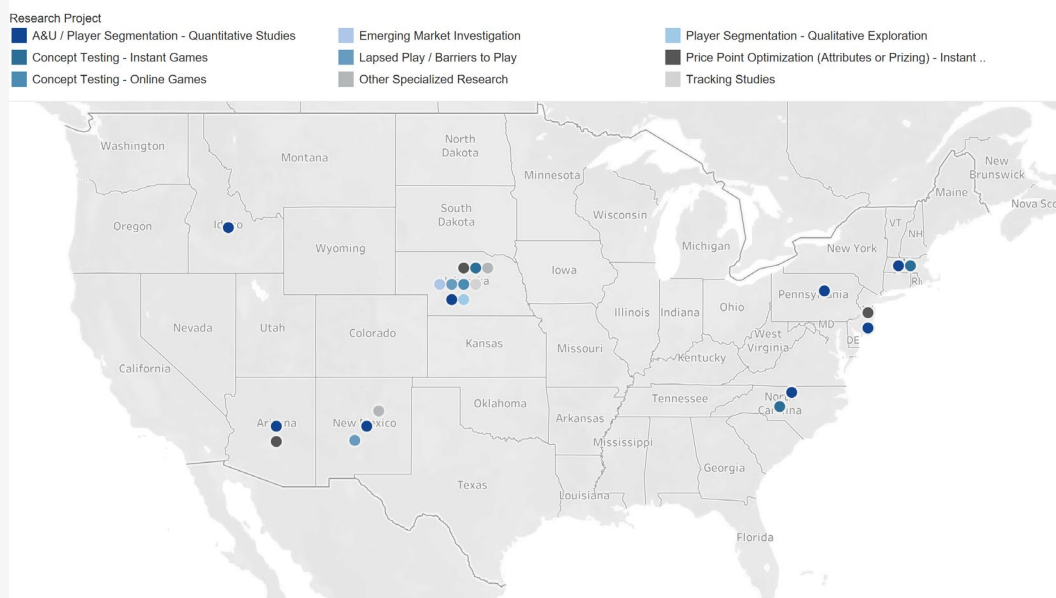
<ul style="list-style-type: none"> • 2014 - Present • 2005 - 2014 • 2001 - 2005 • 1998 - 2001 • 1997 - 1998 • 1993-1997 	<p>People Principles</p> <p>Axiom Consumer Research</p> <p>Ipsos-Reid</p> <p>Angus-Reid</p> <p>Master of Science, Loughborough University, England</p> <p>Bachelor of Business Admin Wilfrid Laurier University, Canada</p>
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PROFESSIONAL SKILLS



STUDIES CONDUCTED

I have conducted a variety of studies across multiple gaming jurisdictions including: Player Segmentation, Attitude & Usage Studies, Concept Testing, Emerging Market Trends, Lapsed Play/Barriers to Play, Price Point Optimization, Tracking Studies, and more.



AS OF 2019...
20 years of experience conducting quantitative and qualitative Lottery & Gaming research.

Moderated hundreds of focus groups on various gaming-related projects.