



# Andrew Warrack

President

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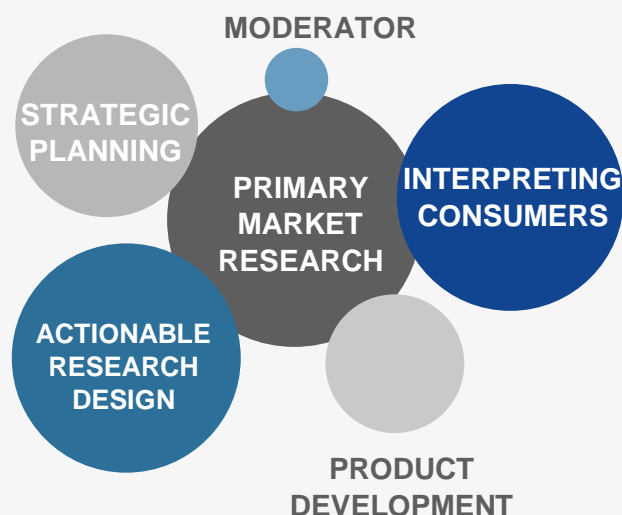
☎ 226.444.0184 ext.10

**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

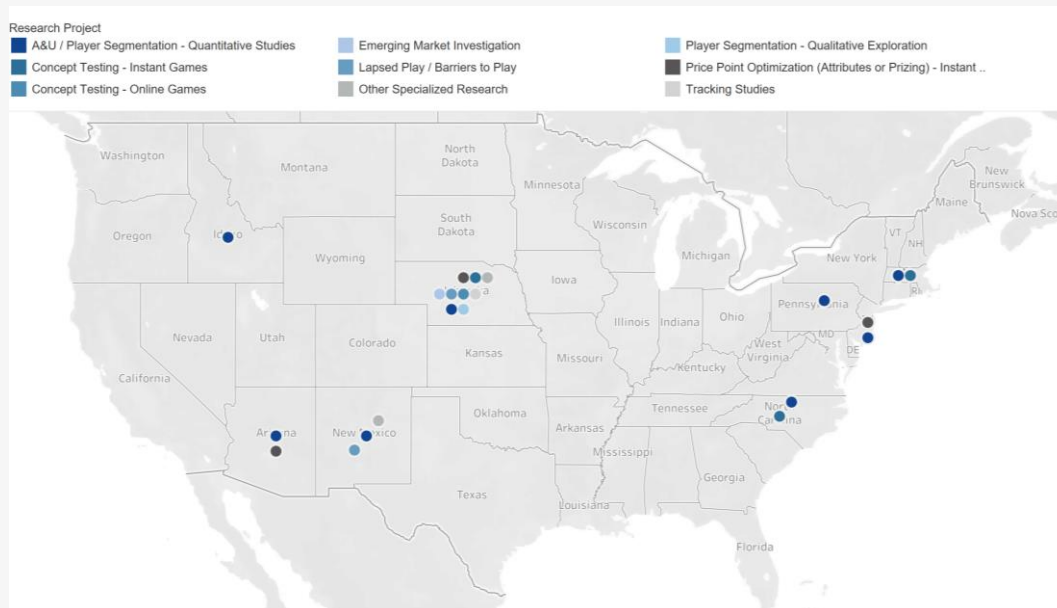
<ul style="list-style-type: none"> <li>• 2014 - Present</li> <li>• 2005 - 2014</li> <li>• 2001 - 2005</li> <li>• 1998 - 2001</li> <li>• 1997 - 1998</li> <li>• 1993-1997</li> </ul>	<p><b>People Principles</b></p> <p><b>Axiom Consumer Research</b></p> <p><b>Ipsos-Reid</b></p> <p><b>Angus-Reid</b></p> <p><b>Master of Science,</b> Loughborough University, England</p> <p><b>Bachelor of Business Admin</b> 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 2024...**  
26 years of experience conducting quantitative and qualitative Lottery & Gaming research.

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