



Rincón & Associates

Measuring multicultural markets

Edward T. Rincón, Ph.D. President

Dr. Rincón is a research psychologist and president of Rincón & Associates, a research company that improves the cultural intelligence of organizations competing in the multicultural marketplace. Dr. Rincón is a native Dallasite whose parents were born in Texas and grandparents come from Michoacan, Mexico.

Dr. Rincón currently teaches Mass Communications Research at The University of North Texas. He has also taught Statistics and Hispanic Marketing at Southern Methodist University, and Survey Research Methods at The University of Texas at Dallas. He received his master's and doctorate degrees from The University of Texas at Austin with a concentration in psychological quantitative methods. His areas of expertise include survey research methodology, measurement bias, audience measurement, and qualitative research with a focus on multicultural consumers.

The research studies conducted by Rincón & Associates have been cited in numerous national and regional publications, including The Wall Street Journal, Business Week, Advertising Age, Forbes.com, Ad Week, Broadcasting and Cable, The Dallas Morning News, The Fort Worth Star-Telegram, The Hollywood Reporter, Hispanic Market Weekly, The Miami Herald, Multi-Channel News, National Public Radio, Restaurants & Institutions, and various others.

Clients for Rincón & Associates represent a broad range of industries, including Proctor & Gamble, Toyota Motor Sales, The Sherwin-Williams Company, Texas Instruments, DFW International Airport, Verizon Information Systems, Educational Testing Service, American Express, Albertsons, Fiesta Mart, Minyards Food Stores, American Airlines, Wright Brand Foods, Coca Cola North America, Circle K/Tosco Marketing, Pepsi Cola, Dr Pepper/Cadbury North America, KERA, WFAA, The Dallas Morning News, The Ft. Worth Star-Telegram, The Atlanta-Journal Constitution, The Daily Herald, The Palm Beach Post, ABC and CBS Network Television, City of Dallas, Dallas Zoo, State of Texas, State of North Carolina Library Association, Bank One, Comerica Bank, Catholic Diocese of Dallas, General Baptist Convention of Texas, Dallas Area Rapid Transit, Pace Transit of Chicago, Trial Psychology Institute, Pizza Hut, Parkland Health & Hospital System, Texas Health Resources, Baylor Health Care System, Children's Medical Center Dallas, and Blue-Cross Blue Shield.

Some of the noteworthy achievements of Rincón & Associates:

- Conducted the first national multicultural study in the automotive industry for Toyota Motor Sales.
- Introduced the first Hispanic Marketing course at the SMU Cox School of Business.
- Conducted the first study of U.S. Hispanic television audiences that challenged Nielsen's estimates of Hispanic television audiences.
- Conducted the first study of multicultural consumers in Dallas/Ft. Worth.
- Developed the Multi-Modal Strategy for evaluating multicultural consumers using three data collection methods and multiple languages.
- Introduced a new blog to address multicultural research issues:
www.thecultureofresearch.blogspot.com