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Dr. Rincón is a research psychologist and president of Rincón & Associates LLC, a research company that improves the cultural intelligence of organizations competing in culturally and linguistically diverse markets. Dr. Rincón is a native Dallasite whose parents were born in Texas and grandparents came from Michoacan, Mexico. In addition to his research practice, Dr. Rincón has taught various courses at area academic institutions: Mass Communications Research at The University of North Texas; 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, segmentation analyses, mass communications, and qualitative research. Dr. Rincón is fluent in English and Spanish, and has presented to domestic and international audiences in past years. He is a member of the American Association for Public Opinion Research (AAPOR) and an Associate Scholar with the SMU Tower Center for Political Studies.

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, Supermarket News, and various others. He has also published in peer-reviewed journals.

Clients for Rincón & Associates represent a broad range of industries, including Texas Woman's University, UT Southwestern Medical School, Proctor & Gamble, The Sherwin-Williams Company, Texas Rangers, Dallas Burn, 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.

Following are some of the noteworthy achievements of Rincón & Associates:

- Conducted the first national multicultural study in the automotive industry.
- 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 in five languages.
- Developed SERENITY™ -- an innovative multi-modal, multilingual survey response system that significantly improves the quality of survey data collected in diverse communities.
- Introduced *Populus USA*® -- an iPhone/iPad application that provides Census data for U.S. communities.