

ADAM RUDMIK

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QUANTITATIVE RESEARCH CONSULTANT & SURVEY DATA ANALYST

I specialize in the execution of quantitative research, turning survey data into clean and consistent structures that support clear interpretation and stable tracking over time. Over 13+ years, I've built a reputation for accuracy, reliable turnaround, and maintaining continuity across multi-wave programs. I take raw data and organize it into outputs that are easy to compare and use in reporting, helping teams move from data to insight without friction or uncertainty.

Core Competencies:

Data Analysis • Data Processing • Quantitative Analytics • Data Visualization • Market Research • Survey Research
Cross-Tabulation • Audience Profiling • Statistics • Communication • Teamwork • Attention to Detail

PROFESSIONAL EXPERIENCE

RUDMIK & ASSOCIATES INC. – Toronto, ON

Senior Quantitative Research Consultant | 2012 - Present

Provide survey programming and quantitative data processing for research agencies and strategy firms.

- Program and process survey data using SPSS, Uncle Professional, SPSS Dimensions, Qualtrics, and Excel (advanced).
- Develop cross-tab structures with significance testing, weighting (iterative & incidence), data stacking/layering, netting, variable engineering, share-of-wallet analysis, volumetric analysis, and index scoring.
- Use PCA, discriminant analysis, correspondence analysis, and AID decision trees to identify key drivers and support audience profiling and segmentation frameworks.
- Develop Excel-based segmentation typing tools, translating model outputs into algorithms that allow clients to classify respondents in future research and tracking studies.
- Support study types including U&A, Brand Health, Concept Testing, Pricing/Conjoint Utilities, Segmentation, and UX research.
- Standardize variable naming, coding structures, and tab layouts to ensure wave-to-wave comparability and clean integration into reporting.
- Recognized for dependable delivery and careful data handling, supporting multi-year tracking programs and recurring client relationships.

Strategic Collaboration: Research Strategy Group (2015-Present) - Data processing & Segmentation delivery partner for multi-wave tracking studies.

LMR Market Research | Toronto, ON

Co-Owner | 2019 – Present

Work on project-based research engagements supporting non-profit organizations, providing quantitative analysis, reporting, and strategic insights.

- Develop visual insights reports using Power BI, Excel, and PowerPoint to communicate findings and recommendations to stakeholders.
- Manage the research process including survey design support, data cleaning, analysis, and reporting deliverables.

Additional Experience:

Survey Recruiter | Consumer Vision | 6/2007 to 8/2008

Verbatim Coder | Canada Market Research | T. Rudmik & Associates Inc. | 2003-2011

EDUCATION

Big Data Analytics Certificate (Foundational Python), York University School of Continuing Studies, Toronto, ON
Honours Bachelor of Arts & Science, Political Science, History Minor, Queen's University, Kingston, ON

COMMUNITY & PRO BONO PROJECTS

Quantitative Research Consultant, Donkey Sanctuary of Canada, 2021
Student Advisor, York Consulting Group, York University, 2017-2018