

# Kevin Raines

## Principal – Quantitative Practice

Kevin comes to Corona Research via an airplane, or several of them, actually. A native of the Missouri Ozarks, Kevin originally obtained a bachelor's degree in aerospace engineering from the University of Missouri—Rolla and worked as an aerospace engineer in the defense industry. After several years in a top-secret subbasement where not even his boss could know what he was doing, he decided a career change was in order and left for the University of Texas to get a master's degree in public affairs (emphasis in demographics). That then led to a job at an economic consulting firm in Denver, where he invested six years of time and eventually received a full partnership offer. Upon reviewing the partnership offer, Kevin decided that it wasn't a fit, and...

...two weeks later, Corona Research was born! On July 1st, 1999, Kevin became Employee #1 in what is now one of the largest firms of its type in Colorado. Setting up shop in a spare bedroom of the family home, Kevin ran a solo practice for exactly one year until Karla joined the firm on July 1st, 2000, as Employee #2.

Almost eight years later, and with three principals in the firm now, Kevin leads the firm's quantitative research practice, balancing his days between the hands-on work of designing and implementing research projects, the management duties of leading his team of analysts, and then rocketing up to the strategic level to look at the "big picture" for the firm. "What I enjoy about my job now is the diversity of tasks and the constant learning. I'm still involved in the nitty-gritty work with my analysts, but I also get to step back and look at the implications of that data from a bigger perspective. And on top of that, I get to apply those same analysis skills to our own company to guide our own strategies."

On a typical day...well, there is no typical day at Corona. But in any given week, you can typically find Kevin presenting the results of one study, working with analysts to design another or prepare a report of findings, and writing a proposal to a new client.

Away from the office, Kevin is a big football fan, and he likes to travel. His dream is to introduce American football to primitive tribespeople, so they, too, can understand the intricacies of the Cover 2 defense. He believes that this is the key to world peace.

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