

Leo Lewis

Principal – Qualitative Practice

Leo possesses an MBA from the University of Texas at Austin as well as a bachelor's degree in finance from Texas Tech University. Before joining Corona Research, Leo gained experience with major companies in personal lines insurance and commercial banking industries.

Research, however, was always a passion for Leo. He gained his first project-based market research experience during his MBA program through multiple avenues, including a corporate internship, an independent study project and team projects for classes. After graduation, and following a stint in commercial banking in New York City, Leo returned home to the Denver area and continued his personal research and writing efforts in the field of natural and holistic health.

During that period, while attending an MBA alumni event in Denver, Leo met Karla Raines of Corona Research and was instantly interested in the type of work in which the young company was involved. Leo initially accepted an invitation for contract work with the company, which subsequently led to an interview to become the firm's fifth employee at the time. After interviewing with Kevin and Karla Raines in June of 2002, all parties agreed that Leo's skill set was a good fit for the company.

Today, as a Principal in the firm, Leo leads a variety of market research projects. He remarks, "The variety of clients and project work leads to an ongoing opportunity to learn and ensures that the days are never boring." As the firm's Principal who leads the Qualitative Research practice, Leo's day typically involves project management, which includes the oversight of research design, implementation, analysis and reporting activities. Research tools that are commonly implemented in his practice include focus groups, in-depth interviews, literature reviews, and other secondary research. Leo occasionally manages survey projects for the firm, as well.

Outside of work, Leo enjoys spending time with his family, including his baby daughter Keira. He also occasionally gets out and practices his backhand on the tennis court or his softball swing. He remains interested in natural and holistic health activities and practices.

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