

Matt Herndon

Senior Quantitative Analyst

Matt has always considered himself “built” for market research. Matt began his college career with a major in mathematics education, but eventually settled on a bachelor’s degree in business (emphasis in marketing) because of the diverse job market for business majors. After completing his Master’s of Business Administration degree from Emporia State University, Matt had a strong desire to combine his background in mathematics with his education in marketing, and marketing research was the perfect fit.

When Matt first looked into Corona, he was immediately attracted to the company’s relatively small size and relaxed atmosphere. “Corona immediately seemed like a place where I could make a difference instead of just being another face in the crowd,” he says. After talking with various members of the Corona staff, it was clear that Corona was the place for him.

Matt immediately began working on a number of projects, both quantitative and qualitative. He loves the variety of projects that the company is involved in every day, and especially likes the company’s entrepreneurial spirit. “We’re always looking for ways to expand the work we can do, and it’s great to have that kind of flexibility.”

On a typical day, Matt finds himself working on a variety of projects, from survey analysis, to economic impact studies, to strategic planning projects. In addition, as the company’s informally appointed “IT guy,” Matt is always working on ways to keep the company running as smoothly as possible.

When Matt finds time to get away from work, he spends the majority of his time with his wife, simply relaxing at home or visiting family. When they manage to get away for a while, they love to travel around the country (and around others when possible). In addition, Matt is an avid football fan and spends most of his fall weekends glued to the TV or computer at home, trying to keep up with the latest news.

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