

Rachel Lawler has joined the Competitive Edge team as its new Research Director and Analyst. She leverages more than a dozen years of market and public opinion research experience. Rachel will be responsible for insights, data preparation, and management of CERC's research department.

Rachel is extremely well-positioned to take CERC to new heights because this is a homecoming for her. She began work in the research industry back in 2010 as a Research Assistant for CERC. Rachel knows CERC's culture of excellence and attention to detail as well as she knows the demands of the insights industry.

Most recently, Rachel served as a Research Analyst for PPIC, working directly with the executive team to promptly analyze statewide surveys and present findings. She previously worked at Kantar Ireland as a Client Manager where she oversaw all aspects of quantitative and qualitative studies for both corporate and government clients and Hall & Partners as an Account Executive where she collaborated with numerous Fortune 500 clients including Microsoft and Cisco Systems. Before originally coming to Competitive Edge, Rachel worked in former California Congressman Elton Gallegly's Washington, D.C. office, gaining valuable political experience.

"Right out of the gate, Rachel has all the experience to make her a valuable asset to CERC's clients," said John Nienstedt, President of CERC. "We've had the pleasure of working alongside Rachel for a very long time. We're confident she's the perfect person to help continue our forward trajectory."

"I am thrilled to be re-joining CERC's stellar team, especially as we gear up for what is set to be an exciting and consequential 2024 election year. I look forward to working in partnership with our clients to help them uncover invaluable insights and confidently make their most important business and public service decisions."

About Competitive Edge Research

Since 1987, we've been dedicated to serving the nation's opinion research, specializing in public opinion surveys and analysis, political polling, civic studies, and campaign services. Competitive Edge has worked with clients who value a professional resource that provides them with accurate survey research and communication advice to win in whatever context they operate. We've completed hundreds of client engagements since we began in 1987. Through the years we've perfected what it takes to succeed at each stage – from research design all the way through to action. Our mission is to ethically help our clients win -- however they define that -- through superior research and communication. As researchers, we're committed to providing honest strategic advice based on analysis that uses the appropriate research methods and statistical procedures. Our services are completed on time and on budget with close attention to detail. We won't sell clients something that doesn't work, or what they don't need.