

## Curriculum Vitae of Patricia A. Yanes

Applied Marketing Science, Inc.  
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### EDUCATION

2017	Bentley University Master of Business Administration with a Focus in Marketing
2010	Boston College Bachelor of Science in Management with Finance and Marketing Concentrations

### EMPLOYMENT

2021 – Present	Principal and Survey Expert, APPLIED MARKETING SCIENCE, INC. Waltham, MA	<ul style="list-style-type: none"><li>• Discrete Choice Methodology Lead in the firm's Litigation Support practice acting as internal conjoint and discrete choice expert.</li><li>• Provide expert testimony and support other experts in civil cases through survey research.</li><li>• Manage referrals and support affiliated experts in matters where consumer opinions and behaviors are an important determinant of liability and damages.</li><li>• Manage case teams in over 50 complex class action cases</li><li>• Assist attorneys with assessing the benefits of collecting market research data, critique opposing expert reports, and prepare experts for deposition and trial questioning.</li></ul>
2018 – 2021	Associate Principal, APPLIED MARKETING SCIENCE, INC. Waltham, MA	<ul style="list-style-type: none"><li>• Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.</li><li>• Managed litigation consulting projects involving consumer surveys in trademark, false advertising, class action, and patent infringement matters.</li><li>• Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.</li></ul>

2013 – 2018 Manager/Senior Manager, APPLIED MARKETING SCIENCE, INC.  
Waltham, MA

- Independently led all phases of custom quantitative and qualitative research for complex projects helping clients understand customer behavior and identify new marketplace opportunities.
- Supported consumer survey expert witnesses and attorneys in market research survey design and provided consultation to help experts prepare for deposition and trial testimony.
- Coordinated all aspects of research project, including survey design, fieldwork, data analysis, and report development.

2010 – 2013 Analyst/Senior Analyst, APPLIED MARKETING SCIENCE, INC.  
Waltham, MA

- Supported the day-to-day execution of all aspects of survey research, including exploratory research, survey design, survey fielding, data analysis, and report development.

## **PROFESSIONAL AFFILIATIONS**

American Association for Public Opinion Research (AAPOR)  
Insights Association (IA)  
Institute for Operations Research and the Management Sciences (INFORMS)  
Women in Research (WIRe)

## **PUBLICATIONS**

Yanes, P. A., & Berger, P. D. (2017). How WeChat Has Changed the Face of Marketing in China. *British Journal of Marketing Studies*, 5(3), 14–21.

## **EXPERT EXPERIENCE**

Allison Klein, Isaac Lee, Johnson Wu, et al. v. Ljubljana Inter Auto D.O.O., Dr. Ing. h.c.f. Porsche AG, and Porsche Cars North America, Inc., United States District Court, Central District of California, Case No. 2:20-cv-10079-DMG-JPR (Report evaluating a survey, Mar. 7, 2025)

Thomas Iglesias v. Arizona Beverages USA, LLC Inc., United States District Court, Northern District of California, Case No. 4:22-cv-09108-JSW (Declaration regarding the methodology for a conjoint analysis, May 14, 2025)