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As Director of the Consumer Financial Decisions (CFD) group, Larry manages, markets, and is responsible for the analysis of all syndicated and custom research programs and projects. Since 1984, Larry has focused exclusively on the financial services area, providing analysis of and insights into strategic planning, marketing, product design, market research, macroeconomics, and competitive intelligence and having done work for virtually every major financial services organization in the US today. Prior to joining SRI, Larry was vice president of the Financial Services Division of The Gallup Organization. Before that we worked at Louis Harris and Associates, The Roper Organization, Mathematica Policy Research, and numerous other research organizations since he started in research in 1976.

Larry holds an M.B.A. from the Graduate School of Management of Rutgers University (Newark, New Jersey), and an interdisciplinary degree in the social sciences from Syracuse University (New York). He is past president of the New Jersey chapter of the American Association of Public Opinion Research (AAPOR), and has been a national AAPOR member since 1976. He has been a World Future Society member since 1980.