

# PUBLIC AFFAIRS CAREER LECTURE SERIES

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## PROFESSIONAL TRACK RESEARCH AND ANALYSIS

**Scott Riding**

Managing Partner at Y2 Analytics

THU | 9 April 2020

4:30 PM | 238 HRCB

As Managing Partner, Scott has advised Fortune 500 corporations, international non-profits, federal, state, and local governments, and political candidates on a range of projects including branding, customer experience, competitive strategy, and more.

Informed by his background in auditable public research, Scott is a detail-oriented researcher with a high standard for research design, collection operations, and analysis rigor. Y2 Analytics wields the full statistical toolbox with extensive experience in activating insights at every level of the organization – from C-suite to frontline employees.

Most organizations are swimming in data, but much of it is irrelevant to the most important decisions. We are passionate about doing research the right way – without cutting corners – we deliver sophisticated analytics and elegant insights that cut through the noise.

As managing partner at Y2 Analytics, Scott has partnered with leaders across industries, including Facebook, Microsoft, Uber, Qualtrics, Ford, Nike, and Sundance Film Festival.

Scott is a graduate of Brigham Young University.

Lecture will be followed by a Q&A Session.

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