



Adriana Waterston
Chief Revenue Officer and Insights & Strategy Lead

Adriana is a research junkie with a flair for finding the story behind the statistics, teasing the meaning out of the measurement, and revealing the faces behind the facts. A seasoned quantitative and qualitative market researcher with expertise on consumers and their attitudes towards their media tools, Adriana has moderated hundreds of groups and conducted in-home ethnographic research on a bevy of topics. Adriana oversees all of Horowitz's millennial, multicultural and Latinx research endeavors and is well-known for her leadership in this space.