



**Vincent Barabba** is the Co-founder and Chairman Market Insight Corporation which created MyProductAdvisor.com --- a consumer-facing web site designed to provide shoppers with unbiased customized automotive product recommendations. He retired in 2003 as the general manager of corporate strategy and knowledge development at the General Motors Corporation where he played a critical role in the development of OnStar. He serves on the Community Board of Palo Alto Med Foundation Santa Cruz at Sutter Health.

Mr. Barabba served in the United States Air Force from 1954 to 1958. He is a member of the California Citizens Redistricting Commission and twice served as director of the U.S. Bureau of the Census. He is the only person to have been appointed to that position by U.S. Presidents of different political parties. He has been appointed to government positions by five Presidents: Richard Nixon, Gerald Ford and James Earl Carter to be Census Bureau Director; and Ronald Reagan and George Herbert Walker Bush to be the U.S. Representative to the Population Commission of the United Nations. Between his government service and GM assignments, he served as the manager of market research for the Xerox Corporation and director of market intelligence for Eastman Kodak. Mr. Barabba was the co-founder of Decision Making Information and from 1969 to 1973 provided electoral information to political campaigns from City Hall to the Presidency. He has also served on the board of directors for the Marketing Science Institute, the American Institutes for Research, and the National Opinion Research Center of the University of Chicago.

He is the co-author of *Wise Decision Making* (2017 Amazon Books), *Business Strategies for a Messy World* (2013 Palgrave Macmillan), *Hearing the Voice of the Market* (1991 Harvard Business School Press), and *The 1980 Census: Policy Making Amid Turbulence* (1983 Lexington Books). Mr. Barabba also authored *The Decision Loom* (2011 Triarchy Press), *Surviving Transformation* (2004 Oxford University Press) and *Meeting of the Minds* (1995 Harvard Business School Press). He received a Bachelor of Business Administration with a Major in Advertising from Woodbury University in 1954, a Bachelor of Science Degree from California State University Northridge in 1962 and a Master of Business Administration from the University of California at Los Angeles in 1964. Mr. Barabba is a past president and a fellow of the American Statistical Association, served as Chairman of the National Research Council Panel to review the statistical program of the National Center for Education Statistics and is a Fellow of the Society of Decision Professionals.