

**Erin L. Amon-Surlis, IPC**  
erin@amoninsights.com

A data-driven market researcher and analyst experienced in commercial real estate, e-commerce, SaaS, and healthcare.

## EXPERIENCE

### Material Bank

**Tampa, FL (Remote)**

Market Research Lead

Jan. 2022-Present

- Facilitate business initiatives through obtaining market insights via primary and secondary research.
- Interview B2B users and prospectives through surveys, in-depth interviews and focus groups.
- Formulate research study plans and present to management to ensure a clear business goal.
- Aggregate, analyze and present research results to audiences both internally and externally to effectively communicate actionable results to various department leads and senior management.

### CoStar Group

**Washington, DC, London, UK and Tampa, FL**

Senior Market Analyst

Nov. 2014-Dec. 2021

- Researched and analyzed market industry and economic trends to create commercial real estate sector reports for markets and submarkets across the US and UK.
- Developed market update videos and presentations for audiences of thousands virtually and at industry events.
- Wrote 100+ market analysis news articles annually and contributed analysis for CoStar News.
- Aligned UK processes with the US, prepared and launched UK retail reports.
- Interviewed, onboarded and mentored new analysts and reviewed and edited reports and articles.

### CoStar Group

**Washington, DC**

Research Associate II

Jan. 2013-Jan. 2015

- Extensively researched commercial real estate markets across the United States.
- Managed portfolios of high-visibility contacts, including clients like CBRE, Colliers, Cushman & Wakefield, etc.
- Spearheaded the initial LoopNet/CoStar data integration after the LoopNet acquisition.
- Wrote and edited articles on breaking commercial real estate news (sales, groundbreakings, etc.).
- Interviewed dealmakers to gather insights and ensure data accuracy.

### Baltimore Research

**Baltimore, MD**

Qualitative Assistant

Aug. 2011-Dec. 2012

- Aided market representatives and moderators in marketing research.
- Moderated in-depth interviews and focus groups of consumers, patients and physicians.
- Conducted primary research on product labeling of medical, food, beauty products, etc.

## EDUCATION

### Northeastern University

**Boston, MA**

Bachelor of Science, Sociology

May 2011

Honors: Dean's Scholarship, Cum Laude

Activities: Sociology and Anthropology Student Association member; SAAP (Peer Advising) leader and cofounder

## SKILLS

SQL, Microsoft programs, SPSS, Tableau, Surveys, Focus Groups, In-depth Interviews, Data Visualization

## INTERESTS

Research, Data Analysis, Data Visualization, Commercial Real Estate, Design, Healthcare, Fitness, Travel

## AFFILIATIONS

Real Professional Network, Society of Property Researchers (UK), American Sociological Association, Int'l Conference on Interdisciplinary Social Sciences, Crohn's and Colitis Foundation

## CERTIFICATIONS

IPC Principal Certification, Insights Association