

QUIRK'S NYC 2026

Scaling Qual-at-Scale

A candid conversation on new challenges and opportunities that come with new methodologies

MAVRIX

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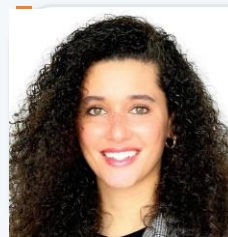
Four voices, one conversation



Raf / Mavrix

Participant acquisition and human evidence

Rafal Gajdamowicz - CEO, Mavrix



Kim / BCG

Client delivery and research operation

Kim Martin - Manager - Center of Customer Insight, BCG



Alexis / Knit

Platform, technology and research

Alexis White – Senior Research Director, Knit



Glen / Mavrix

Moderator of the Panel Discussion

Glen Collins - EVP - Client Services, Mavrix

THEME 1

Business Drivers & Innovation

Category definition · growth drivers · research benefits



AI INSIGHTS



What influences
price sensitivity?



OPPORTUNITY



Optimize value
communication

THEME 2

Participant Dynamics & Risk

Readiness · commitment · proof

THEME 3

Pricing, Value Creation & AI

Commercial models · client value · human-in-the-loop AI



THEME 4

The Future of Qual-at-Scale

Standards · trust · what still needs to mature



AUDIENCE Q&A

Questions from the room



Thank you

Continue the conversation

Come and see us at Mavrix Booth 500.

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