



**Debbie Morisie** is senior vice president of human resources. She leads all human resource operations for Scarborough Research, a media and marketing consumer research company. Scarborough Research measures the lifestyles, shopping patterns, media behaviors, and demographics of American consumers locally, regionally, and nationally. Scarborough consumer insights are used by marketers and media professionals to develop successful programs that maximize return on marketing and sales investments.

Sister Morisie has more than 25 years of experience in human resource management. She began her career with The Nielsen Company (formerly known as VNU Business Information Services). During her 16-year tenure with Nielsen, she led human resources efforts for several of the global conglomerate's U.S.-based businesses. She joined Scarborough Research in 2000 and established the human resources department.

Sister Morisie has a degree in business administration from New York Institute of Technology where she majored in Human Resource Management. She graduated *summa cum laude* and received the Finance, Accounting and Management Association Award. She earned a Senior Professional in Human Resources certification and is a member of the Society for Human Resource Management and the Human Resource Planning Society.