



Julie Strasberg

Career Summary

Julie Strasberg joined Person to Person Quality as an analyst in 2008, after having provided editorial services to ADI for two years. Julie manages mystery shopping projects for banking, automotive and restaurant clients. She provides quantitative and qualitative data analysis and presents Person to Person Quality's findings in clear, insightful mystery shopping reports. An expert in the Prophet web-based mystery shopping platform, Julie designs and customizes reporting that presents performance results at client-defined levels from the whole organization to the individual employee.

Julie oversees the mystery shopping process for a diverse range of independent contractors, including shoppers and editors. She recruits, trains and assigns shoppers to perform on-site visits without being detected by targeted staff members. In addition, Julie works with editors to ensure that shoppers have reported their findings accurately, provided documentation and submitted their work in a timely fashion. She helps bring focus to the relevant details that allow clients to evaluate their representatives, with the goal of improving every customer interaction.

Prior Experience

As an award-winning editor with more than twenty years of experience managing the editorial process for major features found in national technology publications such as *PC Magazine* and *Network Computing Magazine*, Julie has transferred her editorial and analytical skills to the mystery shopping industry.

Education

Julie graduated with honors from the State University of New York at Binghamton in 1986 with a Bachelor of Arts Degree in Linguistics.