

Dr. Larry Schack



Dr. Larry Schack is Senior Vice President of Penn Schoen Berland, Washington, D.C. Larry serves as strategic consultant to various corporate and political clients, is key advisor to Microsoft, and established PSB's Seattle Office in 2003.

Formerly, he was President of Global Market Insite (GMI), a Seattle-based company that provides a range of software applications and services to the market research industry.

Before GMI, Larry worked for Microsoft, where he directed worldwide market research projects and drove strategy and implementation plans for existing and emerging competitive challenges, crisis management and global announcements. Larry Schack also worked as a senior analyst and methodologist for the Virginia General Assembly and taught courses in politics, public policy, and budgeting.

Larry received his PhD from the University of Virginia in Government and Foreign Affairs and BA from Wake Forest University.