

Royal Rarick



Royal Rarick serves as a Consulting Associate in the Analytics Practice Area's Survey Lab, helping clients gain valuable insights from constituents to align donor aspirations with desired philanthropic outcomes. Royal brings a wealth of experience delivering strategic business development projects for clients, including survey development, data collection and analysis, and communications.

Before joining GG+A, Royal served as a Senior Associate in the People Analytics Practice of PricewaterhouseCoopers in Washington, D.C., where he developed and led client-focused strategic organizational planning projects. Royal conducted all facets of stakeholder analysis for both public and private sector clients, including coordinating focus groups, materials collection, qualitative analysis, designing and writing reports, and overseeing the work of associate-level project support staff. He also led project teams in the delivery of customized organizational research survey programs to help further client missions, including designing survey questionnaires, performing qualitative and quantitative data analysis, and producing and presenting executive-level reports.

Prior to working in Washington, D.C., Royal worked for nearly 10 years with Chicago-based firms in a number of organizational development and operational roles, applying his expertise in survey development and administration. Most recently, as a Senior Analyst with Willis Towers Watson, Royal led project teams in designing, conducting and analyzing large-scale, customized organizational performance and culture surveys, producing client-facing reports that emphasized actionable data analysis.

Royal holds a Master of Arts degree in Industrial/Organizational Psychology from The Chicago School of Professional Psychology and a Bachelor of Arts degree from the University of Nebraska where he majored in both Psychology and Communications.

During his tenure with GG+A, Royal has provided counsel to the following client institutions: