

Dr. Seymour Lieberman

Dr. Seymour Lieberman, known to all as Sy, died on October 1st, 2012, after a long battle with Parkinson's disease. Dr. Lieberman received his undergraduate degree at Brooklyn College and his Ph.D. in Social Psychology from the University of Michigan.

Dr. Lieberman started his career at the Survey Research Center of the University of Michigan where he served as Senior Study Director in the Human Relations Program and conducted studies on the structure and functioning of large organizations. Among the areas of expertise he developed were measuring employee morale, productivity, absenteeism, turnover, supervisory practices and union-management relations in a variety of industrial, governmental and voluntary institutions.

In 1956, Dr. Lieberman joined the Kenyon and Eckhardt advertising agency as a Market Research Group Head. In this role he developed innovative research approaches in communication and consumer behavior using public opinion research. He quickly rose to Vice President and Director of Research, was selected to serve on the agency's Board of Directors and served as a member of the agency's Marketing Plans Board and Creative Review Board.

Under his aegis, the Kenyon and Eckhardt research department became known as one of the most innovative in the industry. The department developed techniques in measuring advertising and communication effectiveness and consumer attitude segmentation using attitudes and social factors in understanding consumer behavior. It also had its own survey division. Sy ran the department in a way that fostered openness and creativity and many of the members of his department went on from his mentorship to later fame in the marketing, advertising and public opinion research fields.

In 1966, Dr. Lieberman, at heart a true entrepreneur, and a man who never saw obstacles, only challenges and opportunities, left K&E to form Lieberman Research, Inc., to conduct studies in the fields of public opinion, market and communications research. Knowing that key employees might also feel the tug of entrepreneurship, he encouraged and supported them in the formation of independent branches of the company in Los Angeles and Great Neck, and nurtured their growth to among the largest and most innovative firms in the industry until his retirement from active involvement in the company in 1993.

At that time, Dr. Lieberman found that he was being called on to conduct research for legal issues. In 1993, Dr. Lieberman formed The Epsilon Group Inc., a market research consulting organization to law firms, specializing in intellectual property issues.

Dr. Lieberman maintained a lifelong connection with the Institute for Social Research at the University of Michigan, establishing a fellowship and consulting with them on curriculum and other issues. He has lectured on survey research methods at the University of Michigan, Columbia University, Vanderbilt University, the Baruch School of the City University of New York, the University of California, and Fairleigh-Dickinson, among others.

Dr. Lieberman spent more than 30 years as a Research Consultant for the American Cancer Society, and has also consulted for the American Lung Association, the President's Committee for Health Education, the United Jewish Appeal, the Presbyterian Church, the New York City Youth Board, and Major League Baseball.

Sy was a member of the American Psychological Association, the American Association for Public Opinion Research, the American Marketing Association, the Advertising Research Foundation, and the Market Research Council.

He leaves behind a loving family including his wife Marilyn Watts Lieberman, his sons Joshua and Mark, his stepdaughter Fern Watts and 5 grandchildren. He is also being mourned by many of his former employees, colleagues and clients all of whom had the privilege to share Sy's his warmth, creativity and mentoring nature which enriched their lives and careers.

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