

QUIRK'S

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Marketing Research Review

Green-market survey gets a Web 2.0 makeover

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- > Tab software breaks the mold
- > Ad testing: brain waves vs. online survey
- > Finding the ideal researcher



names of note

Schwartz Consulting Partners, a Tampa, Fla., research company, has hired **Lorin Drake** as director, quantitative research.

Research International, Chicago, has named **Keith Sutherland** vice president, client services.

Rochester, N.Y., research company *Harris Interactive* has made several appointments: **Berkeley Scott**, senior vice president, global accounts and business development; **Frank Forkin**, president, client services, North America; and **Robert J. Cox**, executive vice president, CFO and treasurer.

Dallas research company *e-Rewards Inc.* has hired **Alexander Hagmeister** as managing director of the German region and **Alki Manias** as senior vice president, sales and business development, of e-Rewards Europe.



Hagmeister **Lutfi**

Sameh A.M. Lutfi has joined *Maktoob Research*, Dubai, U.A.E., as director, business development.

Rick Wilson has been named COO of *The Dohring Company*, a Glendale, Calif., research company. **Thyra Lees-Smith** has been named vice president, business development.

Columbia, Md., research company *Arbitron Inc.* has elected **Philip Guarascio** as nonexecutive chairman of the board. Additionally, **Deirdre Blackwood** has joined Arbitron as senior vice president, corporate communications.

Vertis Communications, a Baltimore marketing company, has appointed **Carmen Allen** as senior vice president, human resources.

Steve Fleischmann has been named senior vice president, client strategies, of New Hope, Pa., research company *Roger Green and Associates Inc.*



Fleischmann **Woerly**

Elizabeth Woerly has been promoted to senior analyst of *G&S Research*, Indianapolis.

Norwegian Cruise Line, Miami, has hired **Maria Miller** as senior vice president, marketing. Research will be among her responsibilities.

M/A/R/C Research, Irving, Texas, has promoted **Betsy Sutherland** to general manager of the Greensboro, N.C., office.

London research company *E-Tabs* has made the following appointments: **Paul Williams**, director, sales and business development; **Chuck Bende**, vice president, U.S.; **Bill Billington**, software developer; and **Sam Waugh**, marketing assistant.

EasyInsites, a London research company, has appointed **Simon Chadwick**, **Laurent Florès** and **Ramona Cappello** to its advisory board. Additionally, Chadwick has stepped down from his role as interim CEO of San Francisco research company Peanut Labs.

Ted D'Amico, senior vice president

at *Ipsos Mendelsohn*, a New York division of Paris research company Ipsos, has taken on an additional role as chief research officer.

The Modellers, a Salt Lake City research company, has made the following appointments: **Matt Madden**, vice president, analytics; **Eleanor Feit**, vice president, Detroit; **Katy**



Madden **Feit**

Haberkern-Mogal, senior vice president, client service, San Francisco; **Afton Bolz**, research director, San



Haberkern-Mogal **Bolz**



Guell

Francisco; **David Guell**, senior vice president, software engineering, Minneapolis.

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