

Market Probe Adds Industry Expert, Michael Brereton, to North American Management Team

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Market Probe, a global market research and consulting organization with world headquarters located in Milwaukee, WI, announced the addition of Michael Brereton as Business Consultant.

Market Probe is pleased to announce that on September 14, 2015, Michael Brereton joined the Market Probe North American management team as Senior Consultant. Michael will work closely with Dr. T.R. Rao, President & CEO and Mr. Dennis Syrkowski, Executive Vice President in Research Operations. He will advise Market Probe on new CEM products, technology platforms and participate in business development activities.

Mr. Brereton is a well-regarded industry thought leader who, until a year ago, was the President of Maritz Research. Michael has maintained several leadership roles in the market research industry including CASRO Board Chair; founding Chair for the CASRO Institute of Research Quality as well as board positions for Michigan State University's master of science market research program and Southern Illinois University's master of marketing research program.