# Insight Marketing Systems Appoints New Director Of North America

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Insight Marketing Systems today announced the permanent appointment of Leslie Crist as Client Director, North America.
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Crist will be responsible for North American clients who are using Insight Marketing Systemâ€™s Research Reporter application to turn their Insight Team into a true source of competitive advantage.

Crist commented on the appointment,
â€œAs a past client, Iâ€™ve had firsthand experience at seeing what a difference Research Reporter can make in helping organizations rationalise and automate research processes, and help them maximize the value of their research investment. Iâ€™m looking forward to helping Insights Teams across North America to utilize technology to increase the use and value of research in their businesses.â€•

Daryl Maloney McCall, Co-founder of Insight Marketing Systems commented,
â€œHaving worked with Leslie, we already had an appreciation of both her communication and practical research skills. These are the skills we know lead to success for our clients in implementing systems such as Research Reporter. We are delighted to have her on board to help manage our rapidly growing client rosterâ€•.

Crist was previously VP of Communications and Operations â€“ Research at Washington Mutual, Inc., and prior to this was Manager of Communication Planning and Analytics at the same business.

About Insight Marketing Systems and Research Reporter
Insight Marketing Systems is the company behind Research Reporter, a Saas-based application specifically designed to help corporate Insight Teams turn research into a true source of competitive advantage for their organisations.

First launched in 2001, Research Reporter is now used by global market leaders including HSBC, Kraft, Kodak, Mars, Nestle, JP Morgan-Chase and Wrigley.

Insight Marketing Systems is based in Melbourne, Australia, with offices in USA and the UK.

For more information please visit www.researchreporter.com

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