Research Reporter Appoints New Client Director

Contributed by Research Reporter
Thursday, 30 September 2010

Research Reporter, the market research management platform provided by Insight Marketing Systems, today announced a new appointment at their North American office.

Valerie Heising, previously Senior Market Research Consultant at Washington Mutual, has been appointed as Client Director â€“ North America.

She will work with North American clients, including category-leading brands that are using Research Reporterâ€™s application to turn insights into a source of competitive advantage.

This announcement follows the news in May 2010 that Leslie Crist joined Insight Marketing Systems; both appointments will serve to deliver expertise to Research Reporterâ€™s growing client base in North America.

Daryl Maloney McCall, Co-Founder of Insight Marketing Systems,commented,
â€œValerie was the ideal choice for this newly created role because of her intimate knowledge of Research Reporter, having previously worked with the system for a number of years as a client.

This, coupled with her proven research expertise and background in software support, means sheâ€™ll be able to confidently deliver value to our fast-growing portfolio of clients.â€•

Heising commented,
â€œHaving already worked with the platform Iâ€™m very familiar with all the benefits offered by Research Reporter. I look forward to adding value to the team and helping to further grow the business.â€•

Prior to working at Insight Marketing Systems and Washington Mutual, Heising worked as a Research Analyst at Leigh Stowell. She graduated from the University of Washington.

Insight Marketing Systems is based in Melbourne, Australia, with offices in the USA and UK. They work with leading brands including Coca Cola, Kraft Foods, Merck, Pizza Hut and Zurich.

About Research Reporter
For more information please visit www.researchreporter.com

London, UK - 21 September 2010