uSamp Growth Fuels Expansion Of North American Team

Contributed by uSamp
Monday, 15 November 2010

Company Announces CFO Appointment, Internal Promotions, Doubling of Sales Force

uSamp (www.uSamp.com), one of the worldâ€™s fastest growing technology and online sample companies, announced today a series of personnel hires and internal promotions â€“ all resulting from the record growth the company has experienced in 2010, and all pointing toward continued expansion.

On the heels of its recent announcement of 167 percent revenue growth year-over-year in 2010, uSamp has now added a CFO, promoted two executives, and doubled the number of sales directors in its North American operation.

â€œWeâ€™re developing a strong reputation in the sampling industry for exceptional customer service and highly competitive pricing,â€• said Matt Dusig, co-founder and CEO, uSamp.Â â€œWeâ€™ve been investing steadily in our next-generation samp platform and in hiring for strategic areas of our business, particularly in the U.S. Â

â€œToday, we have 145 team members worldwide, with approximately 92 based in North America,â€• added Dusig.Â â€œItâ€ deeply experienced team comprised of market research experts, driven by an unparalleled focus on customer service.â€•

John Woolard has joined uSamp as Chief Financial Officer, bringing more than 20 years of diverse, hands-on financial leadership experience in entertainment, retail, manufacturing and distribution. Â

He has held positions as CFO, VP of Finance and Controllership at companies ranging in size from emerging growth through the Fortune 500, with solid operational involvement in rapidly changing environments and through international assignments in the United Kingdom, Netherlands and the Middle East. Â

Woolard possesses deep expertise in internal controls with full companywide risk assessment, creation and documentation of internal controls, and implementation of Sarbanes-Oxley (SOX) programs. Â

Dave Gaston has been promoted from Senior Director to Regional Vice President of Survey Solutions, assuming responsibilities for assisting revenue growth in a regional capacity. Â

With more than 12 yearsâ€™ market research experience, Gastonâ€™s focus is on developing strong partnerships with many o the top market research companies in the industry, applying his in-depth consultative knowledge.Â Prior to joining uSamp in 2009, Gaston held positions at Greenfield Online, Yankelovich Partners, and NFO.

In another move, Melanie Courtright has been promoted to Senior Vice President of Client Services, from her prior position as vice president.Â Her responsibilities include quality initiatives and employee training, with an emphasis on developing new relationships and ensuring the satisfaction of existing clients. Â

As VP Marketing for DMS, which uSamp acquired in June, and at a full-service research firm in Dallas prior, she served customers in the research sector for more than 15 years.Â Courtrightâ€™s specialty areas range from client acquisition and the design and implementation of research solutions to the presentation of findings across topics and industries. Â

uSamp also has doubled the number of sales directors working in its offices throughout the United States, adding new hires to concentrate on market research clients across the nation to lead the expansion of the companyâ€™s sampling business.

The company previously announced plans to double the rate of investment in its next-generation technology platform. uSamp commenced building its panel platform for market research companies in 2008, resulting in product releases such as PanelNetâ„¢, SampleMarketâ„¢ and PanelBook Search.

In response to demand for more robust, web-based tools and efficiencies in managing online market research sample, uSamp will release its SampleMarket 2.0 platform, complete with a developerâ€™s kit and APIs (Application Programming Interface), in the fourth quarter.

About uSamp
Please visit:Â http://www.usamp.com/ Â for more information

Encino, Calif - 4 November 2010