

Market Probe Adds To Its Strength In Financial Services And Pharmaceutical Market Research

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Market Probe, a Milwaukee-based global marketing research and consulting company, recently announced the acquisition of Richard Day Research Inc., Evanston, Illinois. RDR is a highly respected custom market research firm specializing in Financial Services and Pharmaceutical research.

RDR President and Founder, Dr. Richard Day, is the former President of CASRO, and he presently Co-Chairs their Government Affairs Committee.

When asked about the acquisition, Day said:

“Market Probe provides business solutions to the world’s largest banks, pharmaceutical companies and other industries. We believe that its global presence along with its advanced technology will benefit our clients as well as our staff. Their acquisition of RDR brings us access to systems, technologies, advanced analytic solutions and innovations that a larger company like Market Probe offers. For example, they have a very sophisticated reporting dashboard offering advanced tracking survey technology. Our clients will still receive the attentive service, flexibility and customized solutions that the RDR team has always provided.”

According to Dr. T.R. Rao, the President and CEO of Market Probe, this acquisition fulfills an important strategic goal for the company. “

Rao said:

“With this acquisition, we have significantly strengthened our position as a global leader in Financial Services and Pharmaceutical market research. Being a global company with a presence on all continents, we are now in a better situation to service the needs of global firms in these sectors. Market Probe values RDR as a well-run business with long-time client relationships. We look forward to introducing our latest findings and industry innovations, including our SHARE+ Advocacy model to the RDR team and their clients.”

About Market Probe

For more information please visit www.marketprobe.com

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