

Market Probe Adds Senior Research Executive...

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Mr. Steven Marks, as Vice President and Head of St. Louis Operations

Market Probe, a global market research and consulting organization with world headquarters located in Milwaukee, WI, today announced the addition of Mr. Steven Marks as Vice President and Head of St. Louis Operations.

Steve brings over 30 years of research and management experience to Market Probe. His knowledge of the applicability of specific methodologies and analyses has proved invaluable to the companies and clients he has served, allowing for timely, proactive and strategic marketing decisions. Â

Steveâ€™s ongoing focus is on the identification, and subsequent translation, of new technological and methodological approaches to research. These approaches allow for proactive and strategic marketing decisions, establishment of best practices for Internet panel research, and the development of methods to marry and evaluate social media contextual analysis with attitudinal and behavioral data.

Prior to joining Market Probe, Steve headed his own strategic research and consulting group, serving clients in numerous industry sectors, including telecommunications, entertainment, media, financial services, retail and CPG. Earlier in his career, he established Internet research practices for Synovate and Response Analysis Corporation, now part of GfK, and he launched a new business unit for Lightspeed Research. Â

During his years on the client side, he was Research Director at Deloitte & Touche and alsoÂ managed large research teams at AT&T that were focused on new product development, pricing strategy and advertising effectiveness.

He holds an MBA in Marketing from Fordham University School of Business in New York and a degree in economics from Union College in New York.

About Market Probe

For more information please visit www.marketprobe.com

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