Unprecedented Growth And New Vice President Announced At Research Firm, Vital Findings

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LOS ANGELES, CA â€“ Building on demand for its marketing research and consulting services across a growing range of industries, Vital Findings LLC announced today that it has appointed seasoned marketing research executive, Mary Rubin, as Vice President.

Rubin brings over 20 years of marketing research and management experience to Vital Findings in sectors as diverse as automotive, financial, CPG, and technology. She has held VP and division manager positions in multi-million dollar divisions at both Maritz Research and Nielsen.Â She will report to Jason Kramer, Managing Director of Vital Findings, and will be based at the companyâ€™s headquarters in Los Angeles.

In her role, Rubin will lead strategic research projects using the business consulting and innovation tools developed by Vital Findings. Additionally, she will be responsible for organizational and staff development, and expanding and enhancing the unique elements of Vital Findingsâ€™ research process including collaborative brainstorming, category immersions, and visual storytelling. She will work closely with Kramer to grow the business of the firm, while nurturing and expanding its intellectual assets.Â Kramer and Rubin recently collaborated on developing Vital Findingsâ€™ Insights Workshops methods for helping clients better leverage consumer insights, which they presented at The Market Research Event and are now available as free downloads on the companyâ€™s website.

Jason Kramer, Managing Director of Vital Findings, commented: â€œWe are thrilled to have someone of Maryâ€™s caliber join our senior executive team. She is a veteran researcher with a strong academic background, and a talented manager with deep experience gained from her time at Maritz and Nielsen. With over 100 Fortune 500 companies on her client list, Mary brings an in-depth understanding of multiple verticals that is hard to find.â€•

Rubin will play a key role supporting Vital Findingsâ€™ mission to put research at the center of innovation, and will assist in developing new qualitative and quantitative research tools to drive this effort.Â Rubin commented on her new role: â€œTalk about right place and right time!Â Itâ€™s an honor to be part of a hand-picked leadership team for a company thatâ€™s growing so organically and with such raving fans.Â Itâ€™s time to bring an end to PowerPoint reports gathering dust on clientsâ€™ shelv and to reorient marketing research toward work that drives business action.â€•

Rubin has authored and coauthored numerous articles in psychological journals and industry publications.Â She is a sought after guest lecturer, and was an instructor in both the business and psychology schools at the University of Missouri.Â Mary has developed numerous proprietary, theory-based methodologies to expand the science of marketing research.

Rubin graduated summa cum laude from California Lutheran University with dual degrees in Psychology and English.Â She is PhD ABD from the University of Missouri, where she also holds a Masterâ€™s degree in Applied Psychology & Consumer Behavior.

About Vital Findings

Vital Findings is a full-service market research firm offering expertise in quantitative research, qualitative research, design research, and advanced analytics.

The firmâ€™s mission is to elevate the market research profession beyond just delivering reports and PowerPoint bullets, using the tools of design, marketing science, and management consulting to allow researchers to drive business action. The company conducts research worldwide from its headquarters in Los Angeles, CA.

For more information, please see www.VitalFindings.com.