Marketing Workshop Promoting Advanced Analytics Scientist

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Marketing Workshop, a US-based research and consulting firm, recently announced the promotion of Howard Sanders to the position of VP Marketing Services. Sanders joined the firm in early 2012 and brought a wealth of experience and wisdom to Market Workshop.

Sanders reported that â€œIn this new position more time will be spent consulting with our clients. More time will also be spent helping drive the mission and the vision of the company, from a leadership standpointâ€•. â€œWe are in exciting times in the field of analytics. The role of advanced analytics is increasingly important as we leverage this level of precision and focus on incorporating multiple streams of our clientsâ€™ data into a single holistic story,â€• said Scott Layne, President of MW. â€œBud and his team will be instrumental towards building models and tools that will help us place a dollar value on the value, of the research our clients undertake.â€•Â Sanders is a graduate of the Georgia Tech, where he earned an MBS in Marketing and Organizational Behaviour. In addition, Sanders earned a Masters in Applied Statistics from Bowling Green State University and a B.S in Mathematics.Â Â Â Â Â