# ThinkNow Research Brings in MR Veteran to Head Qual Efforts

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ThinkNow Research, one of the nationâ€™s leading Hispanic market research firms, today announced that Lara Fordis has joined the firm as head of the Qualitative Research Division.Â

Prior to joining ThinkNow, Fordis was Director of Operations at Q-Insights in Sherman Oaks, CA. She began her market research career with Marketing Matrix in Los Angeles. Over the next several years, she rose from Research Analyst to Director of Research and Operations at Pelegrin Research Group in Glendale, CA, also serving as an in-depth interviewer and laddering specialist.Â  Subsequently, she was Director of Research at Insightlink Communications, a CA firm specializing in employee satisfaction research.Â  Fordis has an MA from USC/Annenberg and a BA from Tufts University.

According to Mario Carrasco, Co-founder at ThinkNow Research, â€œWhen we added qualitative research to our suite of services several years ago, we never imagined it would have exploded like it did.Â  Because of that, we decided that we needed an industry expert to help us structure and grow that piece of our business.Â  Lara Fordis is the perfect fit.â€•

To learn more about ThinkNow Researchâ€™s Qualitative Research Services, Click Here.

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