

Marketing Workshop Announces New Addition To Its Team

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US-based research and consulting firm The Marketing Workshop (MW) has recently announced the hiring of Jennifer Cox to the position of Marketing Research Manager. Cox will be assigned to one of MW's account teams and will report to a Senior Account Manager in the capacity of supporting several existing accounts. Jennifer is not new in to the research industry. She has most recently been in Marketing Research and Consumer Insights roles with Georgia Pacific and Lexis Nexis.

"I am eager to being part of a cohesive, collaborative team of researchers working together to provide the best insights possible to our clients. I welcome this opportunity to learn from my colleagues and, in so doing, improve my skill set in order to be a valuable, contributing member of the team. Learning and using new research methodologies and discovering new, creative ways of telling the stories that our research uncovers – these are just a few examples of how I hope to expand my analytical tool box." It's clearly a very exciting time for The Marketing Workshop, and I'm thrilled to be on board! Cox said. "Jennifer's experience and knowledge will contribute to the company's growth goals. We are excited to have her in our team, she represents a valuable addition to MW's team," said Scot Layne, MW president. About The Marketing Workshop: The Marketing Workshop is WISE and strategic market research consultancy that utilizes a fully integrated approach to providing business solutions. 40 years of experience having in-depth conversations with their clients and their target audiences yielded valuable insights and developed considerable wisdom that enriches every business opportunity they support. MW is a research based and analytically driven firm to get swiftly at the answers customers need to guide their decisions with confidence. For more information, visit www.mwshop.com | [@MWshopTweets](#) Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group