Schlesinger Associates Appoints Senior Positions For Qualitative Accounts

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Schlesinger Associates announces the creation of two senior positions for its qualitative operation, aimed at delivering the highest quality account management to its US clients and meeting their data collection needs both in the US and worldwide.

Scott Baker, PRC has been appointed Vice President, Account Management.Â The role oversees some of Schlesingerâ€™s key accounts and is designed to offer greater flexibility for the companyâ€™s partnership solutions with its clients.Â Â Scott brings to the role extensive consumer and healthcare experience in qualitative research. He joins Schlesinger following sixteen years at Adept Consumer Testing where his role as President included overseeing the Los Angeles facility services, project management and turnkey data collection solutions.Â Scott is an active member and volunteer of the PMRG, AMA and also of the MRA, where he serves as a board director and by whom he has been honoured for meritorious service to market research. Samantha Bacelieri-Centers has been appointed Operations Director, Schlesinger Qualitative.Â Sam will oversee Schlesingerâ€™s recruitment and project management services across the US, further developing Schlesingerâ€™s Centres of Excellence program.Â Sam is an operations management expert with over ten years of experience leading and developing teams through change and growth to provide efficient and effective research services.Â She joins Schlesinger from TNS in the UK, where she held the role of Operations Director.Â Prior to that, Sam worked for six years at Ipsos Understanding Unlimited in Cincinnati, Ohio, as Senior Manager, Operations. Commenting on the appointments, Debby Schlesinger-Hellman, Executive Vice President of Schlesinger Qualitative said, â€œScott and Sam have proven track records in qualitative research and in leading teams to deliver high-quality research services and account management.Â These new senior roles ensure our client needs are met effectively in our rapidly-changing research environment and that our clientsâ€™ longer-term strategic goals are also supported.â€• Scott is based in Schlesingerâ€™s Los Angeles office and Sam will operate out of the Schlesinger headquarters in Iselin, New Jersey.For more information please visit: www.SchlesingerAssociates.comFollow Market Research World on Twitter or join in the conversation with our LinkedIn GroupÂ