SSI Announces Chris Clarke as New Chief Marketing Officer

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SSI, a global provider of sampling, data collection and data analytic solutions for survey research, recently announced that Chris Clarke has joined the company as chief marketing officer.

Clarke has more than 28 years of marketing, communications and technology experience. Previously, he was a marketing executive with SAP responsible for leading brand communication and demand generation program development, strategic planning, audience research and field marketing efforts globally. He also led business-to-business advertising for American Express, and has worked at a variety of advertising agencies managing a broad range of blue chip global accounts and brands.Â Â Clarke earned a Bachelor of Arts degree in English from the University of New Hampshire. â€œI am excited to have Chris join the SSI leadership team as he brings to us great experience in marketing, international business, and software and technology,â€• said Chris Fanning, SSI president and CEO.Â â€œChrisâ€™s experien and leadership will help SSI to continue to create and deliver innovative solutions to our customers, and enhance SSIâ€™s strong track record of growth.â€• Additionally, Ashlin Quirk, SSIâ€™s General Counsel and Secretary, who joined the company in 2012, was elevated to the companyâ€™s leadership team. Quirk has almost 20 years of legal experience and has specialized in privacy and advertising and marketing law for the past 13 years.Â Immediately prior to joining SSI, Quirk was privacy and data protection counsel for MasterCard responsible for ensuring legal compliance with applicable privacy laws in connection with MasterCardâ€™s global marketing initiatives.Â Quirk earned a Bachelor of Arts degree in Psychology and a Juris Doctor degree from Georgetown University. â€œPrivacy laws and practices continue to rapidly evolve and present significant opportunities and risks in the 86 countries in which SSI conducts business on behalf of its customers,â€• said Fanning. â€œAshlin and her team have helped SSI become a leader in the fast changing world of privacy law and this elevation is recognition of this areaâ€™s importance to our business and customers.â€• For more information please visit: www.surveysampling.com | @SSITweets