

Consumer Research Company, InsightsNow, Inc. Adding Market Research And Sensory Veteran, Dolores Ore

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InsightsNow, Inc. is excited to announce the appointment of Dolores Oreskovich as Vice President, Sensory & Consumer Insights. Dolores will be charged with managing research staff and growing the Sensory and Consumer research services in the Eastern Region of the US.

Dolores has extensive experience working in consumer packaged goods in a series of diverse roles including consumer insights, marketing, sensory, quality regulatory compliance, manufacturing QA, and nutrition environments. She holds a Ph.D. in Food Science and Human Nutrition specializing in Sensory Science, and a Master's degree in Business Administration. With over 23 years at The Hershey Company she will bring a wealth of experience to InsightsNow to grow products and services offered to the CPG Industry.

Dave Lundahl, CEO at InsightsNow, says, "Dolores has a proven ability to manage global strategic initiatives, lead multi-functional teams, and manage functional departments. She is the perfect person to take our Sensory and Consumer Insights function to the next level. We are delighted to have her."

Oreskovich adds, "I'm excited to join InsightsNow to use my experience in innovation, research, and sensory science to create new value for their clients. They have a great research platform and an expert team that pushes the boundaries of what has been done in the past. I can't wait to be part of the team."