

Marketing Workshop Appoints Senior Management

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US-based research and consulting firm Marketing Workshop - MW- has recently announced the hiring of Vivian Harris to the position of Vice President – Client Services. She will assume the leadership role for one of the MWs client service teams.

Harris, an analytical and veteran research practitioner has experience among domestic and international business sectors including: CPG, beverage, transportation, retail, home improvement, financial services, and B2B services. Prior to joining MW, Harris held positions with Burke, UPS and most recently Millward Brown. She attended UGA where she earned a Masters degree in Market Research (MMR).

“I am looking forward to working with MWs team of professionals. In this new position I will focus primarily on new business development. I will be responsible for developing and growing current and future business by building long lasting client relationships and positioning Marketing Workshop as a complementary part of their company. I will also serve on the senior management team to support MW’s strategic direction.” Said Vice President Harris.

“Vivian joins our firm during a very exciting and opportunistic period of advancement. She is skilled as a researcher, savvy as a marketer and has a keen understanding of business. Clients will find her delightful to work with as she brings imperial value to the table. I am certain that our team support, coupled with her efforts, will result in ours and most importantly our clients continued success.” Scott Layne, President of MW said.