

Marketing Workshop Names Randy Kosloski Director of Account Management

Contributed by Marketing Workshop
Tuesday, 28 October 2014
Last Updated Friday, 07 November 2014

US-based research and consulting firm Marketing Workshop “MW- has recently announced the promotion of Randy Kosloski to the position of Director of Account Management. Randy joined the firm in 2013, bringing to the company over 20 years research management expertise. Randy's contributions to the Marketing Workshop team have earned him distinction with the firm's accelerated client-centric service and custom methodologies development. In this new role, Randy's focus is on compounding significance and value for the Marketing Workshop/ Client relationship. He does this in part by becoming an extension of the client's internal team, with a seat at the table providing counsel for near and long-term research strategies planning. In effect, becoming a trusted advisor for organizations that are growth focused and research driven.

“I am very excited with the evolution of my role, becoming more integrated with our client's business growth strategies and providing highly customized research solutions. I am totally in my professional element sitting at the research strategy table with our clients, and they experience this type of personalized service as extraordinarily valuable, very differentiated. Once the research strategies are in place, I stay with every initiative, managing our team of researchers, bringing each project to fruition.” said Kosloski. “This type of holistic involvement ensures continuity across each individual project and over the research life cycle. As a result of this we're an integral source, not an outsource,” he added.

“Randy embodies the Marketing Workshop mission skillfully and philosophically. As a result of being the client for many years, he knows what clients value in a research partner and what it takes to significantly contribute to their success; beyond data collection - relevant counsel, precision, and service extraordinaire. We have an amazing team that is the sum of all parts, and Randy is an exceptional part,” said Cari Pirello, Senior VP of MW.