

Hispanic Market Specialist, ThinkNow Research, Adds to Business Development Team

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ThinkNow Research, one of the industry's leading Hispanic market research firms, announced today the addition of two seasoned sales professionals to their Business Development team.

Heather Scrittorale comes to TNR with over 15 years of sales and marketing experience. In addition to her recent roles with Pollfish and uSamp, she also currently serves as President of the Southern California Chapter of the MRA. At ThinkNow Research, she will serve as the Director of Business Development for Sample.

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Greg DeLacy joins the ThinkNow business development team after a long and successful career in sales, including "most recently" a 10-year stint with Hispanic Business and his work there with Fortune 1000 companies. Greg will use his extensive experience of the Hispanic Community to help ThinkNow's Full-Service research clients in the Western U.S..

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According to ThinkNow Research Co-Founder, Mario Carrasco, "As we move into 2015, we're focused on continuing the strong growth we have enjoyed over the past three years. We are very fortunate to be able to add Heather and Greg to the team. Our clients will benefit greatly from the experience and talent they bring to the table."

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To learn more about ThinkNow Research's capabilities, go to: <http://www.thinknowresearch.com/hispanic-market-research-solutions/>.