

Marketing Workshop Hires New Vice President of Client Services

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US-based research and consulting firm Marketing Workshop –MW- has recently announced the hiring of Alec Schendzelos as Vice President - Client Services. With over 20 years industry experience, Schendzelos brings to MW a deep background in all phases of custom marketing research. His expertise covers a wide range of domestic and international industries including CPG, food/beverage, restaurants, financial services, clothing/apparel, home improvement, retail, consumer electronics, and B2B. As a creative and insightful practitioner, Alec enjoys helping clients solve their most challenging marketing and research issues.

In his new role, Alec will focus on consulting, business development, research design, analytics, and general client services. He will also be responsible for account team management, recruiting, and R&D initiatives.

Alec holds a Master of Marketing Research degree from the University of Georgia, an MS in Management from the University of Colorado, and a Bachelor of Science in Business from the University of the Pacific.

“I am looking forward to being part of the outstanding team at the Marketing Workshop. With the innovative tools, talented staff, and supportive management at MW, there really are no limits to the service and solutions we can provide to our clients. It is refreshing and energizing to be in a company where innovation is encouraged and all staff members are valued. I am also excited to serve on the senior management team as we shape MW’s strategic direction for the future,” said Schendzelos.

“I am pleased to have Alec joining the MW family. Alec brings years of professional experience and expertise in the market research business performing similar roles. Thus, he has a track record for successfully building strong long-lasting relationships. I am also excited to have Alec join us because I respect his research abilities and business acumen. There is no question that he will contribute to our future growth and goals,” said Scott Layne, President of MW.