

Schlesinger Associates Appoints Senior Strategic Leader for Consumer Research

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Patty Altman has joined Schlesinger Associates as Senior Vice President, Strategic Development. Patty will be leading the development of client relationships and revenue growth for leading insight company clients, as well as data collection clients in CPG, financial services, technology and other service industries.

Patty previously served as Senior Vice President/Global Communication Insight Leader at Ipsos ASI. Prior to that, she held the position of Vice President, Panel & Testing at Information Resources Incorporated. Patty's work in understanding client needs and creating trusted advisor relationships is an ideal fit for Schlesinger's client-centric model.

Commenting on the news, Anne Hedde, EVP, Schlesinger Interactive, said, "We are excited Patty has joined our leadership team. Her vision and proven success in leading strategic client relationships brings an intense focus on our on-going objective of delivering excellence in all aspects of our data collection services."

Patty Altman added, "I have longed admired Schlesinger Associates' commitment and passion for their clients. I look forward to drawing on my consumer research experience to deliver high quality data solutions and forge successful client relationships as Schlesinger continues to broaden its range of qualitative and quantitative services."