

Marketing Workshop Hires New Senior Research Manager

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US-based research and consulting firm Marketing Workshop "MW- has recently announced the hiring of Sherri Kindlmann, Senior Research Manager. With over 18 years of industry experience, Kindlmann brings to MW expertise in all phases of custom marketing research. Her expertise covers a wide range of domestic and international industries including utilities, hospitality, financial services, insurance, CPG, food & beverage, consumer electronics, and B2B. As an astute practitioner, Sherri enjoys finding the most efficient ways to manage projects thereby helping clients deliver timely insights.

In her new role, Sherri will focus on day-to-day management of research studies to include consulting, questionnaire design, sample and field management, analytics, reporting and general client services.

Sherri holds a Master of Industrial/Organizational Psychology degree from Minnesota State University, Mankato, and a Bachelor of Science with concentrations in Psychology and Business Management from Excelsior College. Prior to her marketing research career, Sherri served as an Electronics Technician in the US Navy.

"I am very excited to be a member of the phenomenal team at the Marketing Workshop. The client-focused team structure sets not only MW but also our clients up for success. It is invigorating to be in a company with a plethora of experienced practitioners who approach their work in an organized yet ground-breaking way," said Kindlmann.

"Sherri embodies the essential values we were looking for across the candidates for the position - beyond being an ace analyst; she's a curious, investigative, intellectual solutions seeker - a quintessential marketing research consultant. We're very fortunate to have Sherri's skills and her upbeat, positive personality. She's a perfect fit for Marketing Workshop and our clients," said Cari Pirello, Vice President of MW.

About The Marketing Workshop: Marketing Workshop is a unique marketing research consultancy serving a variety of business segments across emerging and leading brands. We engage with a researchWISE® approach, tactically integrating research based and analytically driven solutions to grow businesses. researchWISE® represents WISDOM, IMAGINATION, SCIENCE and ENLIGHTENMENT.

For more information, visit www.mwshop.com