

Two new appointments at Open Mind Strategy

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Kate Pershing (age 26) has joined Open Mind Strategy, (OMS) as a brand researcher and strategist, announced Robin Hafitz, CEO of Open Mind Strategy, LLC, a strategic market research and insights company with a focus on media properties. In her new role, Kate will participate in research design and fielding, and will be a driver for the execution and analysis of quantitative data.

Allison O'Keefe Wright, senior vice president said, "We are thrilled that Kate has joined OMS as a brand researcher and strategist. Her clear talent in data analytics and her experience in the TV landscape make her a valuable asset to our team and our clients."

Previously, Kate worked as a management consulting analyst with Compensation Advisory Partners before moving to NBCUniversal's Oxygen Media as a manager of program research.

Kate lives in New York City.

As well as Kate, Ruth McCormack (age 23) has also joined Open Mind Strategy (OMS) as an executive assistant, announced Robin Hafitz, CEO of Open Mind Strategy, LLC. In her new role, Ruth will be charged with administrative duties to support the CEO, the team and business to help run systems efficiently and effectively.

Robin Hafitz, CEO says, "Ruth is a compassionate, intelligent truth teller, and we are delighted to have her at OMS."

Ruth is a recent graduate of Barnard College, where she studied Art History. Previously, she interned at museums and foundations and gained experience in office management and archiving.

Ruth lives in Brooklyn, New York.

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