Schlesinger appoints VP, qualitative solutions in Philadelphia

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AJ Shaw has been appointed Vice President, Qualitative Solutions for Schlesinger Philadelphia.Â Â AJ now oversees the NYC, NJ and Philadelphia markets, where his role includes key account management and strategic planning for the delivery of superior qualitative data collection services.

Commenting on the news, Debby-Schlesinger-Hellman, EVP, Qualitative Solutions said, â€œAJ brings to this role 20 years of data collection expertise and success in delivering qualitative solutions at Schlesinger.Â Having managed thousands of multi-market studies, he has a thorough knowledge of the Philadelphia market and is a high-performing leader for his newly revamped team.â€•

Shaw, added, â€œWe recognize that Philadelphia, including our Bala Cynwyd suburb, is an important market for our clients.Â I am delighted to have direct responsibility for driving our performance and expertise in this market for consumer, healthcare and B2B studies and I look forward to partnering with our clients for continued success.â€•

Patti McComb has also been promoted to Operations Manager and leads the recruitment and project management team for Philadelphia.Â Prior to this role, Patti was Senior Project Manager and brings 25 years of qualitative experience to the role.