Focus Pointe Global Promotes Laura Livers To CEO

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The Board of Directors of Focus Pointe Global (FPG), a leading provider of marketing research data collection, announced the promotion of company president Laura Livers to Chief Executive Officer effective January 1, 2016.Â As CEO, Ms. Livers will expand upon her current duties and assume overall responsibility for the day-to-day operations of the Company, including all current and new lines of business, and all functional areas.

Former CEO, Noel Sitzmann, will assume the role of Executive Chairman, working closely with the Board, investors, lenders, and guiding the Companyâ€™s growth strategy, including acquisitions and partnerships.

With 29+ years of experience in marketing research, nine with Focus Pointe Global, Ms. Livers has proven ability to run a successful customer-focused organization that delivers high quality services and continued value through effective and efficient systems and practices. Prior to joining FPG, Laura was president of mystery shopping giant Shopâ€™n Chek Worldwide, where she partnered with Fortune 500 companies to develop their customer experience programs.

â€œI am thrilled to accept the role of CEO of Focus Pointe Global, and honored to have the opportunity to continue to work with Noel, the FPG Board, the Executive Committee, and an exceptional team of research professionals who make it clear that servicing our clients is their number one priority,â€• comments Livers. â€œOur clients have always come to us for the quality of our service deliverablesâ€”each with unique research requirements.Â It's my job to make sure we remain true to our dedication to quality and, at the same time, deliver it efficiently and across a wide range of methodologies and applications, as only FPG can.â€•