

BuzzBack Market Research Among 2016 Best Places To Work In New York City

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BuzzBack Market Research has been named as one of the 100 Best Places to Work in New York City, by Crain's New York Business. This program, a joint effort of Crain's New York Business and Best Companies Group, identifies and honors the best New York City employers who benefit the city's economy, workforce and businesses.

"This is a very proud moment for our company," said Carol Fitzgerald, CEO & Founder of BuzzBack, "I put culture front and center at BuzzBack. This recognition reinforces how a winning combination of culture and team translates not only into a terrific workplace, but a positive, productive and creative resource for clients. It's particularly meaningful to me because our employees' voices pushed the needle for this win. My aim has always been to foster an environment where people are passionate about their work and want to contribute. Our team exemplifies this, and our clients notice it in their day-to-day interactions with us as we work on their long-term innovation plans."

Companies from across all five boroughs participated in the two-part survey process to determine the Best Places to Work in New York City. The first part (25% of the ranking) consisted of evaluating each nominated organization's workplace policies, practices, philosophy, systems, and demographics. The second part (75% of the ranking) involved an employee survey to measure the employee experience. The combined scores determined the top companies and the final ranking.