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A.C. Nielsen Center Looks to Merrill Dubrow for Leadership

Dallas—Merrill Dubrow, President & CEO, M/A/R/C® Research, will increase his commitment next month to the A.C. Nielsen Center for Marketing Research and their mission to promote the industry. On July 1, 2011, Dubrow's four-year term will begin as the newest member of the Executive Committee, the leadership team of the External Advisory Board. During his third year on the committee, Dubrow will act as Chair.

The purpose of the Executive Committee is to lead the External Advisory Board, a group of 30 senior-level executives chosen to be members of the EAB based on their proven reputations as industry leaders and innovators. Dubrow first became a member of the board in 2004. The EAB meets twice a year at the University of Wisconsin in Madison. Their goal is to help shape the future of the marketing research industry by guiding development of program curriculum, sponsoring workshops, guest lecturing and mentoring future leaders.

"The A.C. Nielsen Center looks to the EAB, and specifically the Executive Committee, for guidance and support. Merrill Dubrow is a great example of an incredibly successful professional who uses his background and expertise to guide the program. We rely heavily on the valuable knowledge and advice of all our Executive Committee members," says Kristin Branch, Director, A.C. Nielsen Center for Marketing Research.

"I am thrilled to accept the challenges and opportunities this leadership position will bring," states Dubrow of his new role. "The A.C. Nielsen Center is among the most well respected programs in the world. The passion and dedication of the board is amazing. I am excited to be more involved with it and to continue giving something back to the market research industry."

Merrill Dubrow will serve on the Executive Committee along with current members including: Scott Bishop, Director, Customer Engagement, Bing.com; Diane Surette, EVP, Client Services, Burke, Inc.; and Ed Dobbles, VP, Consumer Insights and Marketing Analytics, H&R Block.

About M/A/R/C® Research

M/A/R/C® Research (<http://marcresearch.com/>) is a custom marketing research firm dedicated to helping clients create, evaluate and strengthen their brands. M/A/R/C's teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised. Their core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue and bottom-line impact of a client's actions.

M/A/R/C helps businesses address consumer, channel and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Their proven, marketing-issue-focused solutions support clients' brand-building efforts.

M/A/R/C has been successfully designing, executing and analyzing studies to help clients across a range of industries since 1965. They deliver research answers with a business perspective in the language of decision-makers.

M/A/R/C's client-service locations are in Dallas, TX (headquarters); Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO.

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