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M/A/R/C[®] Hires Agri-Business & Animal Health Specialist

Dallas— M/A/R/C[®] Research broadens its expertise by adding industry leader, Brad Seipel, to the team. Brad has experience across a wide range of industries, but has significant experience and expertise within Agri-Business and Animal Health.

“We are thrilled to have Brad onboard,” says Betsy Sutherland, Senior Vice President, Manager Eastern Division. “Brad’s specific expertise and experience allows us to more knowledgeably serve our clients who are seeking insight into the Agri-Business and Animal Health industries.”

Brad offers clients experience in both quantitative and qualitative research methods spanning various client groups including consumers, business, and medical professionals. He is known for designing marketing research solutions that address clients’ business and information needs and provide actionable results.

In addition to his Agri-Business and Animal Health experience, Brad has worked with Human Health Pharmaceuticals, Consumer Goods, Tobacco, Lodging, Rail and Financial Services.

Most recently, Brad worked at AllPoints Research Inc., Harrahs, and Walt Disney World. Brad holds a degree in Business Management from the University of Wisconsin – LaCrosse.

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.

M/A/R/C Research is part of the Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom’s branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.