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## **Sutherland promoted to Sr. Vice President at M/A/R/C® Research**

*Betsy Sutherland promoted in Greensboro office*



IRVING (Dallas) December 8, 2006 – M/A/R/C® Research, a full service marketing research and consulting firm, announces that Betsy Sutherland has been promoted to Senior Vice President. Sutherland has been with M/A/R/C for the past 18 years and works from M/A/R/C's Greensboro, NC, office.

“Betsy has earned this promotion through her years of dedication to her clients and to M/A/R/C,” said Merrill Dubrow, President and CEO of M/A/R/C. “She is consistently recognized for her commitment to building dedicated teams, delivering superior service and for creating strong client relationships. Her attitude and sunny disposition continue to be an excellent asset for the Greensboro office.”

With over 18 years of traditional and CRM market research experience, Betsy is known for designing solutions for client's information needs and then linking research results to the business issues at hand. Her experience spans new product forecasting, product performance tracking, product and brand positioning, brand optimization and market segmentation. She has experience across a wide array of categories including financial services, OTC and Rx healthcare, consumer packaged goods, telecommunications and travel & leisure.

Betsy holds a Master of Marketing Research degree from the University of Georgia. She earned her B.B.A. from Brenau College where she graduated with Honors.