

**FOR IMMEDIATE RELEASE:**  
**December 17, 2012**  
**Media Contact: Brandon Tabor**  
**1.800.884.6272 ext 0432**  
**Brandon.Tabor@MARCresearch.com**

## **M/A/R/C® Research Announces New Executive Vice President**

Dallas—M/A/R/C® Research is pleased to announce the promotion of Betsy Sutherland to Executive Vice President.

Betsy graduated from the University of Georgia with a Master of Marketing Research in 1988. Only a few months after graduation, she started her flourishing career with M/A/R/C. Now with 24+ years of experience in marketing research, Betsy leads the highly-tenured staff of research professionals in M/A/R/C's Greensboro, North Carolina office. With a wide variety of traditional and CRM market research experiences, Betsy is known for designing solutions for client's information needs and then linking research results to the business issues at hand. Her commitment to providing superior client service and for creating strong client relationships is a cornerstone of her business philosophy.

“Betsy exemplifies M/A/R/C's commitment to client service, going above and beyond to provide her clients with the best solutions and results,” said Merrill Dubrow, M/A/R/C's President and CEO. “Betsy gives her all as a team-oriented savvy researcher and we are excited to recognize her skills and commitment with this promotion.”

### **About M/A/R/C® Research**

M/A/R/C® Research 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. Our 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. Our 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. We 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 is a part of Diversified Agency Services, a division of Omnicom Group Inc.

### **About Diversified Agency Services**

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

**About Omnicom Group Inc.**

Omnicom Group Inc. ([www.omicomgroup.com](http://www.omicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.