

M/A/R/C® Research Expands Senior Team

IRVING (Dallas) November 3, 2009 – M/A/R/C Research, a full-service marketing research and consulting firm, announces the additions of two Vice Presidents, Phil Ebeling and Scott Waller, to the client development team.

“I am very excited to have Phil and Scott join our company,” said Merrill Dubrow, President and CEO of M/A/R/C Research. “Both of them are professionals who possess strong new business development skills and a passion for the market research industry.”



Ebeling brings 15 years of consulting and market research experience to MARC Research. He was most recently a Vice President at Ipsos Insight where he led a custom quantitative research team focused on brand strategy, targeting, and consumer goods positioning. Before Ipsos, Ebeling spent five years at The Nielsen Company in VP roles focused on new product forecasting, brand innovation, and pricing as part of the BASES group. Before that, he had several roles including five years consulting for Ernst & Young (now Cap Gemini), and two years managing a high-tech start-up. Ebeling earned his MBA and BA from Washington University in St. Louis.

Waller is returning to the market research industry after taking time to launch a successful start-up business. Waller has over 25 years of experience in marketing and research. He spent 11 years at Verizon Communications as a Director of Marketing. His experience in marketing services spans customer segmentation, product and market launches, price optimization, customer satisfaction measurement, database modeling and analysis. Waller has previously worked at Maritz as a Senior Account Manager and at Opinion Access Corporation as Vice President, Sales and Marketing. Waller obtained his BS in Business Administration from Fordham University in New York.

