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M/A/R/C[®] Research Announces Senior Appointment

Sherri Neuwirth joins as Sr. Vice President

IRVING (Dallas) November 30, 2006 – M/A/R/C[®] Research, a full-service marketing research and consulting firm, proudly announces Sherri Neuwirth has joined as Senior Vice President. With nearly 30 years of market research experience, she will be responsible for managing several core accounts as well as establishing and developing new relationships in the pharmaceutical and telecommunications industries.



“All of us are very excited about having Sherri on board. She is one of the most respected research professionals I know and we are truly excited to have her expertise as part of the M/A/R/C team” said Merrill Dubrow, President and CEO of M/A/R/C.

Before joining M/A/R/C Research, Neuwirth was with CMI as Senior Vice President of Marketing where she was responsible for new client development and providing clients with action oriented research to their marketing and other corporate issues. Prior to CMI, Neuwirth was a principal at Transition Strategies Corporation, a management consulting and merger & acquisition advisory firm that serves the marketing research industry. She spent most of her career at Elrick & Lavidge where she advanced to Senior Vice President and General Manager and was responsible for the management of all sales and marketing, project management, financial, and administrative activities of the northeast and west coast operating units.

Neuwirth has been involved with many of the industry associations including the AMA, MRA, CASRO, and CMOR, and was elected to the Board of Directors at MRII for 2007. In addition, she assisted in the development of the *Principles of Marketing Research* program offered by the MRII, ESOMAR and the University of Georgia. Over the years she developed coursework, exam questions, and distance learning instruction. In addition, Neuwirth has published articles and presented on research issues and marketing research business management.

Neuwirth received her Masters in Management with a focus on marketing and quantitative methods from the Kellogg Graduate School of Management at Northwestern University. She earned her BA degree *summa cum laude* in psychology and education from the State University of New York at Stony Brook.