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M/A/R/C® Research Announces Appointments

*Tony Amador Named Vice President, Client Development
Janet Savoie Joins M/A/R/C Research*



M/A/R/C Research announces that **Tony Amador** has been named Vice President, Client Development. In this new role, he is responsible for introducing M/A/R/C's services to other Omnicom/DAS agencies. In his previous role, Tony worked with clients to develop research programs that got them in touch with their customers and helped improve business performance. Tony has 15 years of experience in both qualitative and quantitative research in a variety of industries including manufacturing, utilities, and telecommunications. Tony earned his B.A. in Management from West Texas A&M University.

Janet Savoie joins M/A/R/C Research as Sr. Director, Client Development. She will focus on selling M/A/R/C's online data collection services. Janet has over 20 years of broad experience in the marketing research industry.

As Vice President of Data Collection while at Elrick & Lavidge, she was responsible for telephone interviews, field, mystery shopping, coding, editing and programming. She was also successful in leading the creation of data collection programs, has started up a large telephone interviewing center, and has created multiple training programs. Janet has also worked with online data collection services for the Harris Interactive Service Bureau.



An active member of the MRA, Janet is currently the President Elect of the MRA Atlanta/SE Chapter and was the chapter's former Program Chair. She is a member of the National MRA Education Committee and former member of the National MRA Program Committee. She is also currently the Vice President of Membership for the Nashville AMA Chapter. In addition, Janet frequently speaks at industry conferences including the National MRA.

Janet holds a B.A. from Skidmore College in Social Sciences and obtained her M.S. from Boston University in Communications Research.