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M/A/R/C® Research Welcomes Experienced Social Marketer to the Team

Dallas— Eric Swayne joins M/A/R/C Research as the Director of Social Analytics and Insights. Eric's new position will develop new products and services that bring M/A/R/C's 40+ years of experience in research to bear on the challenges facing Social Media marketers today, and create new capabilities to help them understand their audiences.

Most recently, Eric worked as the Senior Social/Digital Strategist at Rockfish Interactive. Previous clients include SUPERVALU, Bicycle Playing Cards, UnitedHealth Group, White Cloud bathroom tissue, DeVry University / Chamberlain College of Nursing, Nutro dog food, Famous Footwear and H-E-B Grocery Stores . He is a guest blogger for publications including AdAge and Gen Pink, published marketing and business author, and frequent speaker at conferences nationwide.

“Eric's background in social media gives him unique insight into the practical applications of emerging technologies. We plan to utilize his knowledge to explore new techniques of discovering insights,” says Randy Wahl, EVP, M/A/R/C Research.

Eric graduated from Harding University with a BA in Communication Management, and lives in Denton, Texas with his wife and two children.

About M/A/R/C® Research

M/A/R/C® Research (<http://marcresearch.com/>) 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. Their 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. Their 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. They 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 Research is part of the Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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