



PRESS RELEASE: FOR IMMEDIATE RELEASE

RESEARCH REPORTER APPOINTS NEW CLIENT DIRECTOR

LONDON, xx.9.10: Research Reporter, the Market Research Management platform provided by Insight Marketing Systems, today announced a new appointment at their North American offices.

Valerie Heising, previously Senior Market Research Consultant at Washington Mutual, has been appointed as *Client Director – North America*. She will work with North American clients including category-leading brands who are using Research Reporter's application to turn insights into a competitive advantage. This news comes on the back of the appointment of Leslie Crist who was appointed to *Client Director – North America* in May 2010.

Daryl Maloney McCall, Co-Founder of Insight Marketing Systems, commented, *"Valerie was the ideal choice for this newly created role because of her intimate knowledge of Research Reporter, having previously worked with the system for a number of years as a client at Washington Mutual. This, coupled with her proven research expertise and background in software support, means she'll be able to confidently deliver insights to our fast growing portfolio of clients"*.

Heising commented, *"Having already worked with the platform I'm very familiar with all the benefits offered by Research Reporter. I look forward to adding value to the team and helping to further grow the business"*.

Prior to working at Insight Marketing Systems and Washington Mutual, Heising worked as a Research Analyst at Leigh Stowell. She graduated from the University of Washington.

Insight Marketing Systems is based in Melbourne, Australia, with offices in the USA and UK. They work with leading brands including Coca Cola Global, Kraft Foods, Mars, Merck, Pizza Hut and Zurich.

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About Research Reporter

Insight Marketing Systems is the company behind Research Reporter, the leading platform used to transform research into a source of competitive advantage.

Used by Market Research Teams around the globe, Research Reporter provides an integrated approach to putting market research at the heart of decision-making, improving the quality and efficiency of the research process, and pro-actively managing research resources.

For more information please visit www.researchreporter.com

Press enquiries

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