

For Immediate Release

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Two Industry Veterans Join Anova Consulting Group

BROOKLINE, MASS., October 28, 2014 - Anova Consulting Group announced today that Diane Johnson, a 30-year veteran of the financial services industry, and Eileen Govaert, an 18-year veteran, have joined the firm as Director of Sales & Relationship Management and Executive Interviewer, respectively.

Johnson is responsible for business development and client relationship management at Anova. In this role, she works with prospective and current clients to build and maintain win/loss and customer satisfaction programs that enable Anova's clients to win and retain key customers. She is also responsible for the delivery of customized market research projects that are tailored to specific client needs.

Govaert conducts market research projects for Anova's financial services and defined contribution clients. She is responsible for in-depth interviews with senior executives and financial advisors across a broad spectrum of investment and retirement plan products.

"We are able to provide our clients with exceptional win/loss and customer satisfaction analysis because of the knowledge and expertise of our staff," said Rich Schroder, president of Anova Consulting Group. "We added 10 employees in 2014, all of whom are seasoned executives with impressive credentials. Diane and Eileen are examples of our desire to grow Anova thoughtfully, as they bring knowledge and expertise that will enable us to expand while continuing to provide our clients with top-quality analysis."

Johnson joins Anova from State Street Corporation where she worked for more than 14 years, most recently as Vice President, Institutional Investor Services, developing and managing significant client relationships within the Asset Owner market: public and private pension plans, Taft-Hartley plans, as well as endowments and foundations. Johnson began her career at Wachovia Corporation, successfully working her way, over a 15-year period, to the position of Senior Vice President, Team Leader and Territory Manager. During her tenure, her responsibilities included business development and client relationship management activities in support of Wachovia's commercial banking, cash management, and institutional and corporate trust clients.

Govaert joins Anova following an 18-year career with New York Life Retirement Plan Services. During her time at New York Life, Govaert filled various roles including Vice President of Relationship Management, Assistant Vice President of Project Management, and Manager of Internal Sales. Her responsibilities included overseeing the training of

associates on ERISA regulations, supervising the plan sponsor conversion / onboarding process, and managing the content and development of the quarterly plan sponsor newsletters.

ABOUT ANOVA CONSULTING GROUP, LLC

Established in 2004, Anova Consulting Group is a leading market research and consulting firm focused on win / loss and client-satisfaction analysis. By helping clients understand why they win, lose, and retain business, Anova provides strategic perspectives driving better decision-making, product development, sales effectiveness, client service, and continuous improvement. Richard Schroder, president of Anova, is author of the book *From a Good Sales Call to a Great Sales Call* (McGraw-Hill), which details how learning from post-sale debriefing helps close more future sales.