

## **For Immediate Release**

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### **Anova Consulting Group Recruits Defined Contribution and Investment Management Veteran in Consulting Role**

BROOKLINE, MASS., April 3, 2012 – Anova Consulting Group, a leading provider of customized market research, sales training and consulting services to financial services and human capital management companies, announced today the appointment of a new consultant, Arnold Boecklin.

Boecklin will serve as an executive interviewer, gathering insights from plan sponsors and institutional investors to support Anova's work for defined contribution and investment management clients.

"Anova's market research and consulting expertise helps our clients capture more new business and retain those relationships," Schroder said. "We experienced 40% revenue growth in 2011 and had continued strong momentum during Q1 of this year. We are focused on growing our institutional investment management practice and have recently added 4 clients in this space. Arnold's deep experience and expertise will help us continue to provide the unvarnished client, prospect and consultant feedback we need to provide value to our existing relationships and new business opportunities."

Prior to joining Anova, Boecklin has had a long and diverse career in the financial services industry. He was most recently a principal at STW Fixed Income Management in Santa Barbara, CA. Previously, he also held management, marketing, and client service positions at ICMA Retirement Corporation, Pacific Capital Fixed Income Advisors, SSgA, William M. Mercer Asset Planning, CIGNA, and Aetna.

Due to continued strong growth, Anova plans to hire an additional research analyst in the next 3-6 months.

#### **About Anova Consulting Group, LLC**

Established in 2005, Anova Consulting Group provides customized market research, sales training and consulting services to leading firms in the financial services and human capital management markets. By helping its clients understand why they win, lose and retain business, Anova provides strategic perspectives to its clients, driving better decision-making, product development, sales effectiveness, client service, and continuous improvement. Last year, Richard Schroder, president of Anova, released a book titled [From a Good Sales Call to a Great Sales Call](#) (McGraw-Hill, 2011), which details how learning from post-sale debriefing helps close more sales.

For more information, please visit: <http://www.theanovagroup.com>

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