



For Immediate Release

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**Anova Consulting Group Expands;
Adds Two New Professionals**

BROOKLINE, MASS., November 16, 2010 – Anova Consulting Group, a leading provider of customized market research, sales training and consulting services to financial services and human capital management companies, is pleased to announce its expansion with the appointment of two new professionals and a recent move to a larger office in the Boston area.

Brookline, Mass.-based Anova Consulting Group hired James S. (Jamie) Pasman as senior consultant and Jamie Zielinski as research analyst, both new positions effective in October. Pasman works on business development, marketing and consulting projects. Zielinski is principally responsible for analyzing and interpreting research data, formulating reports and making recommendations based on the research findings, said Richard Schroder, Anova Consulting Group's president.

"Anova's business momentum has accelerated in the past year as companies focused on the retirement plan and human capital management markets in particular seek to understand why they win, retain, and lose clients, and how to improve their sales and client service processes," Schroder said. "We're delighted Jamie Pasman and Jamie Zielinski, two seasoned professionals, have joined us to work closely with our clients and help position Anova for continued growth."

Prior to joining Anova, Pasman was manager of client service for Kohlberg & Associates LLC, a financial services consulting firm. Earlier in his career, he worked as a senior research analyst for consultant Chatham Partners, and at both firms he was responsible for inside sales, marketing and client service. Zielinski brings 12 years of experience in marketing data analysis and client relationship management, most recently as operations manager at Myvu Corp., where she was involved in project management and sales administration.

The firm's leadership team includes Heather Jenkins, managing partner, Lisa Reibstein, financial services practice leader, and Jeannine Kulsick, human capital management practice leader.

Schroder, whose firm has been performing market research for leading financial services and human capital management firms since 2005, is the author of a new book, [From a Good Sales Call to a Great Sales Call \(McGraw-Hill, October, 2010\)](#), which details how learning from post-sale debriefing helps close more sales.

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

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