

## For Immediate Release

Contact:  
Andrew Cloutier  
Anova Consulting Group, LLC  
(617) 731-1045  
[andrew@anovaconsulting.com](mailto:andrew@anovaconsulting.com)

### **Anova Adds Two Consultants Amid Strong Demand for Win Loss Solutions**

BROOKLINE, MASS., June 26, 2014 – Anova Consulting Group, a leading provider of win / loss and client satisfaction analysis to financial services, technology, and human capital management companies, today announced its expansion with the appointment of two new professionals, Sylvia Forster and Zachary Golden. Forster will support Anova’s work for financial services and defined contribution clients as an Executive Interviewer and Golden will work across all market verticals as a Research Analyst.

“We are seeing unprecedented demand for win / loss analysis solutions and we expect the market for win / loss to double over the next five years,” said Richard Schroder, Founder and President of Anova Consulting Group. “We are looking forward to having Sylvia and Zach on our team to work closely with our clients, helping us continue to deliver high quality research and analysis. During her extensive career in financial services, Sylvia directed strategic product development initiatives in the retirement plan services arena. Zach joins Anova after gaining sales strategy experience at Sun Life Financial.”

Prior to joining Anova, Sylvia worked at New York Life Retirement Plan Services, most recently as Vice President of Marketing, Insurance Operations, and Services. Before that, Sylvia worked at The Hartford as Manager of Product Development and at Aetna as Manager of the Marketing Department.

Zach joins Anova from Sun Life Financial, and prior to that he worked in IT-focused market research at ClearEdge Partners.

Forster will report to Rebecca Scarlott, Director of Market Research and Golden will report to Andrew Cloutier, Director of Client Service at Anova.

#### About Anova Consulting Group, LLC

Established in 2005, Anova Consulting Group is a leading market research and consulting firm focused on win loss analysis and client satisfaction analysis. By helping its 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 a book titled [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.

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