

For Immediate Release

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Anova Consulting Expands, Adds Three New Professionals

BROOKLINE, MASS., June 23, 2015 – Today, Anova Consulting Group announced the addition of three new professionals: Louise Revers, Executive Interviewer; Laurie Grabner, Editor and Executive Interviewer; Mardan Flynn, Senior Research Analyst.

“Revenue growth in 2014 of 30% year over year has necessitated hiring,” said Rich Schroder, Founder and President of Anova. “We spent significant time and effort selecting qualified candidates and are enthusiastic about the results: the addition of three seasoned professionals.”

Louise brings more than 25 years of experience in marketing and business development to conduct in-depth interviews for Anova’s technology clients. She has extensive experience managing market research initiatives spanning diverse industries in start-up and growth environments. Previously, she was director of client services and drove client satisfaction for leading global brands at Communispace. Prior to that, Louise was the senior manager of market intelligence and analysis at Genuity, one of the first Internet service providers. Louise also has extensive experience executing marketing communications and business development programs via her work as marketing director at International Data Corporation.

Mardan will utilize her decade-long experience in the financial services industry to work with Anova’s defined contribution clients, creating customized research programs, analyzing the findings, and providing actionable recommendations. Prior to joining Anova, Mardan was a Senior Research Relationship Manager at Cerulli Associates and a Senior Associate in the client management group at Cambridge Associates.

Laurie will conduct research projects for clients across Anova’s defined contribution and investment management practices. During her career, Laurie ran a successful consulting business providing marketing strategy and communications for a variety of retirement and financial services clients including Bank of America, Fidelity, John Hancock Funds, UPromise, SBLI, ING, and Putnam Investments. In addition, she worked in senior-level sales and marketing roles at Scudder Kemper Investments and Columbia Management Group.

Established in 2005, Anova Consulting Group is a leading market research and consulting firm focused on win / loss 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, Founder and 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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