

ANOVA CONSULTING GROWS, ADDS TWO NEW HEALTHCARE CONSULTANTS

BROOKLINE, MASS., March 17, 2016 – Today, Anova Consulting Group announced the addition of two new Executive Interviewers to its healthcare win loss analysis practice: Lisa Hession-Kunz, Executive Interviewer; and Ellen Murachver, Executive Interviewer.

“In the last year, Anova increased the number of win loss interviews we completed for our clients by 35%. A significant part of this growth happened in our healthcare practice, making it a priority to build out our win loss research team.” said Richard Schroder, Founder and President of Anova.

Lisa joins Anova’s Executive Interviewer team with over 20 years of experience gathering insights to help businesses innovate and improve their processes, products, and services. Her experience ranges from market research and sales enablement to product launches and marketing communications across a variety of businesses and industries. Previously, Lisa was a Product Marketing Manager in the healthcare industry, most recently with Wolters Kluwer and Hologic. Lisa has also managed a variety of marketing, research, and analysis projects with a focus on determining needs and recommending solutions.

Ellen brings over 25 years of experience in medical and social research to her role as Executive Interviewer for Anova’s healthcare clients. Ellen’s career in research began as a consultant to Cornell University’s Department of Human Ecology and the Harvard School of Public Health. She later joined the staff of the Judge Baker Children’s Center, an affiliate of Harvard Medical School and a leader in children’s mental health services and research. Prior to joining the Anova team, Ellen worked at Partners HealthCare, where she used her extensive knowledge of clinical trial operations and human subject research as project manager of numerous trials investigating the innovative use of technology in healthcare delivery.

ABOUT ANOVA CONSULTING GROUP, LLC

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 win loss analysis interviews helps close more future sales.