



**Media Contact:**

Kelly Andrews

[Kelly@CrescendoCommunications.com](mailto:Kelly@CrescendoCommunications.com)

404-993-6787

Sara Barksdale

[Sara@CrescendoCommunications.com](mailto:Sara@CrescendoCommunications.com)

404-213-8346

## **User Insight Expands with New Hires and Internal Promotions**

*With three-year sales growth of more than 75 percent, company augments user experience consultative services due to demand*

**ATLANTA (February 1, 2011)** – User Insight begins 2011 with a bullish start by expanding its team and offerings. Two new account managers were tapped to provide consultative services to the company's largest accounts, a marketing and account coordinator was hired to oversee the company's positioning and two employees were promoted to allow them to grow their roles within the company.

- **Angela Amon** joins User Insight in an account management role, drawing from her experience as the senior manager of research services at Code Ready Solutions. In this position, Amon was charged with identifying primary quantitative and qualitative research needs and executing all aspects of the research plans for clients. She also spent more than 12 years at Cox Media Group, where she was the manager of research services. Amon has a bachelor's degree in business management from Georgia State University.
- After spending 18 months in a project management role for the company, **Michael Kessling** transitioned to the account management team, allowing him to further consult on research strategies and approaches with key User Insight customers. Kessling attended the University of Georgia, where he received a bachelor's degree in business administration and journalism, as well as a master's degree in marketing research.
- **Stacy Shade** joins the company as a marketing and account coordinator, assisting with corporate communications and events. She was most recently employed by BeavEx Incorporated, where she managed the company's RFP process, assisted with marketing initiatives and oversaw event planning and other public relations activities. Shade has a bachelor's degree in international studies from the University of North Carolina. She also completed a year-long academic exchange at the University of Lyon.
- After five years with User Insight, **Rachel Walsh** was promoted to vice president over research and operations. In this new role, Walsh will be able to leverage her diverse background with the company as a project manager, director of research and, most recently, director of operations. Walsh brings more than 10 years of managerial experience to the role, which will help as the company continues to grow. Walsh holds a bachelor's degree from Simmons College.
- **Sam McKeveny** was promoted to director of client services. With a decade of experience, McKeveny is responsible for managing and cultivating client relationships, as well as conducting new business development initiatives. In his previous position as account manager, he helped expand the company's capabilities and reach with the establishment of key multinational clients and large research projects that span 15 countries.

"The User Insight executive team reanalyzed clients' unique needs in 2010 to understand how we can best help them become leaders in their respective industries, as well as looking internally to determine how we can utilize the talent we have to deliver the authentic voice of the customer," said Kevin O'Connor, president and co-founder of User Insight. "User Insight's recent new hires and promotions

speak to our commitment to being a true partner to our clients, providing consultative services throughout the research process.”

### **About User Insight**

User Insight, an international research firm headquartered in Atlanta, Ga., has been recognized as one of the fastest-growing privately held companies in the United States by Inc. Magazine three years running. Employing a consistent methodology and dedicating a full team of diversified industry professionals to every client engagement, User Insight gathers and analyzes the voice of the customer to provide insight to user behavior, create intuitive products and lead market strategy. Currently, User Insight has conducted research across the U.S. as well as in 15 countries for more than 300 clients spanning 25 industries. For more information, please visit [www.UserInsight.com](http://www.UserInsight.com).

###