



## **For Immediate Release**

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### **Anova Consulting Group Recruits Strategy Consultant as Director of Client Service**

BROOKLINE, MASS., JUNE 8, 2011 – 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 Andrew Cloutier as Director of Client Service.

Reporting to Richard Schroder, president of Anova, this newly created leadership role combines aspects of relationship management, project execution, and business development. With a focus on improving clients' business results, Cloutier will be responsible for building and managing long-term relationships with Anova's clients, said Schroder.

"Anova continues to gain business momentum, in large part due to the extremely competitive sales climate in the DC marketplace. Our clients are seeking to gain an edge by better understanding why they win and lose clients in the sales process, and how they can improve retention of their existing clients. Andrew's top-notch strategy consulting background and track record of achievement will be an invaluable resource for our clients and internal team," Schroder said. "We're delighted to have him working closely with our clients and helping to position Anova for continued growth."

Prior to joining Anova, Cloutier worked at Fidelity Business Consulting, the internal consulting unit at Fidelity Investments, partnering with senior leaders across Fidelity's business units to tackle strategy development and business transformation efforts. Prior to Fidelity, he was a consultant at Bain & Company, the global business consultancy, working on strategy engagements across a number of industries and functional areas. He is a graduate of Williams College with a BA in Economics, and he earned an MBA from the MIT Sloan School of Management.

#### **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. Last year, Richard Schroder, president of Anova, released a book titled [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.

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

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