



## **For Immediate Release**

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### **Anova Consulting Group Appoints Two New Consultants**

BROOKLINE, MASS., February 23, 2011 – Anova Consulting Group, a leading provider of customized market research, sales training and consulting services to financial services and human capital management companies, announced today the appointment of two new consultants, Linda Cooper and Sarah DeFreitas.

Cooper and DeFreitas will both serve as executive interviewers, performing market and client research to support Anova's work for financial services and human capital clients. In these newly created positions, they will report to Jeannine Kulsick, director of market research, said Richard Schroder, Anova Consulting Group's president.

"Anova's market research and consulting expertise helps our clients capture more new business and retain those relationships," Schroder said. "We are experiencing strong momentum in 2011 after a year in which we more than doubled revenue and added new financial services, benefits, and talent management software providers as clients. Linda and Sarah are experienced, high-level additions to our team who will help us continue to execute on existing relationships and with new business prospects."

Prior to joining Anova, Cooper was a key accounts manager for New York Life Retirement Plan Services in Westwood, Mass. Previously, she also served as a salesperson for financial intermediary sales, a relationship manager, and a defined contribution account manager during her 12-year tenure at the firm. Earlier in her career, she worked for Trust Consultants, LLC, a Boston-based manager of defined contribution plans and as a client service manager for State Street Corporation, Boston. She holds a BS in business management from Northeastern University.

DeFreitas joins Anova after serving for two years as a private consultant to an early stage start-up company, where she developed business plans, financial projections and market research. Earlier, she served for seven years at Time Warner Cable, Stamford, Conn., as a manager of financial analysis and senior financial analyst. She also served as a financial analyst at Donnelly Marketing, Inc., Stamford, Conn. She holds a BA from Bowdoin College and an MBA from New York University's Stern School of Business.

Schroder, whose firm has been performing market research for leading financial services and human capital management firms since 2005, is the author of a new book, 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.

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

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