



For Immediate Release

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Anova Consulting Expands, Adds Two New Professionals

BROOKLINE, MASS., January 16, 2014 – Anova Consulting Group, a leading provider of win loss and client satisfaction analysis to financial services, technology, and human capital management companies, today announced its expansion with the appointment of two new consultants, Curt Gilmore and Lisa Plotnick. Gilmore and Plotnick will both serve as executive interviewers, performing market and client research to support Anova’s base of financial services and human capital management clients.

“After four consecutive years of strong revenue growth and the addition of 8 new clients in 2013, it was imperative that we bolster our interviewing capacity with top talent,” said Richard Schroder, president of Anova Consulting Group. “Curt is a seasoned private wealth investment advisor with 29 years of experience in portfolio analysis, asset allocation, and portfolio and performance reviews. Lisa, during her more than 25 years in the financial services industry, has focused on the retirement markets, delivering many state-of-the-industry and thought-leadership presentations to industry executives. We are looking forward to having Curt and Lisa on board to work closely with our clients, helping us continue to deliver quality research and analysis.”

Prior to joining Anova, Gilmore worked at Washington Mutual, Imperial Capital Bank, BankBoston, and Sanford C. Bernstein & Co. Plotnick was Director of Research at the Insured Retirement Institute (IRI) and her previous employers include Cerulli Associates, Financial Research Corporation (FRC), John Hancock and William M. Mercer. Both Gilmore and Plotnick will report to Andrew Cloutier, Director of Client Service at Anova.

About Anova Consulting Group, LLC

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