

For Immediate Release

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Anova Recruits Market Research Professional for Senior Analyst Position

BROOKLINE, MASS., March 26, 2013 – Anova Consulting Group, a leading provider of win loss analysis and client satisfaction research to financial services and technology companies, announced today the appointment of a new senior research analyst, Erin Mason.

Mason will be principally responsible for analyzing and interpreting research data for Anova's win loss analysis, client satisfaction, advisor perception, and participant insights programs, identifying trends and creating reports to effectively communicate them.

Prior to joining Anova, Mason completed her MBA from Boston University School of Management with a concentration in marketing, having spent the previous 7 years managing consumer market research studies and analyzing client data for IABC (International Association of Business Communicators).

"Anova experienced 35% revenue growth in 2012 and has enjoyed continued strong momentum during Q1 of this year," said Richard Schroder, president of Anova Consulting Group. "With the recent addition of 10 new clients, we were looking to add additional talent to our team of highly skilled analysts. Erin's project management and data analysis experience, coupled with her recent MBA achievement, will enhance our ability to deliver high quality, actionable research to our clients."

Erin Mason will report in 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 to its clients, 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 sales.

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

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