

## **For Immediate Release**

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### **Anova Consulting Expands, Hires Marketing Veteran For New Senior Editor Role**

BROOKLINE, MASS., January 15, 2013 – Anova Consulting Group, a leading provider of Win Loss Analysis and Client Satisfaction Analysis to financial services, technology, and human capital management companies, today announced the appointment of Rebecca Scarlott to the newly created role of senior editor.

Scarlott will work with Anova consultants, reviewing their transcripts of interviews with senior executives in both the financial services and technology industries. Through consistent, clear feedback, she will ensure high-quality interviews and provide ongoing professional development to the executive interviewers.

“Anova’s expertise in Win Loss Analysis and Client Satisfaction Analysis helps our clients capture more new business and retain those relationships,” said Rich Schroder, president of Anova. “We experienced 35% revenue growth in 2012 and expect continued strong momentum in 2013. We are focused on growing our core research practice and have recently added 10 new clients. Rebecca’s extensive financial services and technology industry experience and her editorial expertise will help us continue to provide the unvarnished client, prospect, and consultant feedback we need to provide value to our existing relationships and new business opportunities.”

Prior to joining Anova, Scarlott served as director and editor at Cerulli Associates where she worked across the firm’s four financial services practice areas (retirement, institutional and retail asset management, intermediary distribution, and investor research) to produce The Cerulli Edge series of publications. During her career she also worked in marketing and editorial roles at Bank of America, Federated Investors, Omnicom Group, The New York Times, and ViCorp Interactive Systems.

Due to continued strong growth, Anova plans to hire a Senior Research Analyst in the next 3-6 months.

#### **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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