

## **For Immediate Release**

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### **Anova Consulting Expands, Adds Two New Professionals**

BROOKLINE, MASS., May 7, 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 team members, Rhonda Green and Jenn Howard. Green and Howard will both serve as executive interviewers performing telephone-based market and client research. Green will support Anova's work for financial services clients and Howard will focus on Anova's technology and human capital clients.

"Anova added 8 new clients in 2013, and we've already added 6 new clients so far in 2014. It is imperative for growing companies to continuously source new talent," said Richard Schroder, president of Anova Consulting Group. "Rhonda is a seasoned executive with 30 years of financial services experience focusing on retirement plan administration. Jenn comes to Anova with 15 years of experience in marketing and sales at international technology companies."

Prior to joining Anova, Green was manager of defined benefit plan administration at Group Health & Benefit Administrators following a long and successful career at MetLife. Howard comes to Anova from Globoforce and she also worked at Ascential Software Corporation and Dell. Both Green and Howard will report to Andrew Cloutier, Director of Client Service at Anova.

#### **About Anova Consulting Group, LLC**

Established in 2004, 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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