

ANOVA HIRES OPERATIONS ANALYST

BROOKLINE, MASS., April 13, 2016 – Anova Consulting Group, a leading provider of win loss analysis and client satisfaction research to financial services, healthcare, and technology companies, announced today the appointment of an operations analyst, Steven Fantes-Emanuelson.

Steven assists the leadership and research teams with win loss client reporting, content editing, and technology advancement. In addition, he works closely with Anova's research team in helping to identify trends and creating reports across all programs such as win loss analysis, client satisfaction, and intermediary perception programs.

Prior to joining Anova, Steven worked in the non-profit sector for over 15 years. He has a background in Arts Administration, Theatre Performance, and Theatre Education. Steven is a member of VASTA (Voice and Speech Trainer's Association) and is an Equity Membership Candidate with Actor's Equity Association.

"In 2015, Anova added 12 new clients across new industries and increased our total interview output by 35%," said Richard Schroder, president of Anova Consulting Group. "To sustain our growth, we were looking to add an operational and administrative resource to support our leadership and research teams. Steven's skills will help Anova continue to efficiently deliver high quality, actionable research to our clients. Client service is Anova's top priority."

ABOUT ANOVA CONSULTING GROUP, LLC

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