



**NEWS RELEASE**

**FOR IMMEDIATE DISTRIBUTION**

**Contact:**

**Ken Zeldis**

**(609) 737-7223**

**TEAM NEWS UPDATE FROM ZELDIS RESEARCH**

Pennington, NJ – January 27 -- Zeldis Research Associates today announced the promotion of a current team member and two new additions to its staff.

Ken Zeldis, firm partner, announced the promotion of Fred Gaudios to Senior Project Director, and the hiring of Courtney Robertson as Research Director, and Carolyn Hanko as Market Research Assistant.

Since joining Zeldis Research in 2009 as a Project Director, Fred has mastered the basics of day-to-day project management and gained experience in independently managing studies, including writing questionnaires and generating reports. He has worked on a wide variety of studies, including tracking studies and complex quantitative and qualitative research. In addition to being proactive, solutions-focused and full of initiative, Fred's strong, consultative relationship with clients, and superior communication and analytical skills have pushed him to the next level in his career at Zeldis Research Associates. As Senior Project Director, Fred will continue to manage all aspects of research studies, as well as moderating focus groups and online bulletin boards, and conducting in-depth interviews. "Fred is a superstar on the Zeldis team – he is always willing to go the extra mile and take things to the next level," said Ken Zeldis.

Prior to joining Zeldis, Fred worked at Ipsos Loyalty as an analyst.

Courtney Robertson joined Zeldis Research Associates as Research Director at the start of 2012. Her eight years in the market research industry have given her a solid foundation and made her well-versed in the design, execution, and analysis of both qualitative and quantitative research. She began her market research career in 2004 at National Analysts Worldwide, where she worked as a Research Manager, conducting qualitative and quantitative assignments across a wide array of healthcare and therapeutic areas. She then moved to GfK, where she managed qualitative and quantitative research studies across a variety of industries. Prior to entering the market research industry, Courtney received a Ph.D. in Social Psychology from Rutgers University. Setting her apart from other candidates was her extensive moderating experience with in-depth interviews and focus groups, excellent account management skills, a consultative approach to client relationships and vast pharmaceutical industry knowledge and experience, including research with patient populations, physicians and other healthcare providers. "Courtney is a great addition to the team! Her moderating skills and analytical abilities are invaluable, and her healthcare experience is going to help us continue our expansion into that sector."

As Market Research Assistant at Zeldis Research, Carolyn works side-by-side with the Field Operations Director, assisting with the preparation and execution of qualitative research projects, as well as data collection for quantitative research studies. Before joining Zeldis Research Associates in September 2011, she received an Associate's degree in Textile Design from The Fashion Institute of Technology. Her career in the textile industry spanned 10 years working for New York textile companies Nu-Blends, where she was an Assistant Stylist, and Crantex/Millworth. She later became a Teachers' Assistant and a music and movement instructor in Child Education at St. James Nursery School in Pennington, New Jersey. "Her excellent organizational skills and her positive attitude and way of communicating was a perfect fit for her role at our company," said Zeldis. "Carolyn has been a breath of fresh air — she approaches each day and each new challenge with a smile and a 'can do' attitude."

# # #