

# **SAVITZ RESEARCH ANNOUNCES A NEW CLASS OF RESEARCH ORGANIZATION**

*Market Research Company Capitalizes on Unique Client Service Model*

(Philadelphia, PA) June 1, 2016. Savitz Research Companies, one of the nation's top 50 marketing research firms for over 10 years, today announced the formation of a new class of research organization. SavitzConsulting, LLC. Taking advantage of the fact that there are numerous very talented and experienced marketers and marketing researchers who are not employed full time, Jeffry Savitz, Founder and CEO of the new SavitzConsulting, LLC and Assistant Professor of Statistical Science at Temple University, has assembled more than 120 of the top marketing and marketing research consultants in the world in the new firm SavitzConsulting.

Consultants can register for any one or more of 20+ different positions and 20+ categories of products and services, in which they have at least two years of experience. They must provide detailed information of their research experience and educational backgrounds, as well as clients for which they have worked and served plus extensive references. Clients can then browse the resumes of these top consultants who they can then hire in any one of four ways: hourly, for a short term assignment, for a project or full time.

Jeff explains "The great talent and experience of our consultants coupled with the flexible delivery system offers clients real advantages in today's difficult financial times. Clients have decreased staff budgets and lower head counts than they did before, but the number of research projects they must do and do very insightfully, has increased."

"SavitzConsulting is uniquely meeting the needs of the marketplace by strategically partnering highly-qualified consultants with Fortune 500 companies. This innovative service is economically bringing the buyer and seller together in a way I have never seen. I am very excited to be a part of this new endeavor!" Senior Qualitative Expert

Jeff Savitz himself is a graduate of Columbia and Wharton, but the educational backgrounds of the Savitz Consultants are equally impressive: Arizona State, Duke, Harvard, Howard, Temple, NYU, Princeton, Purdue, Stanford, St. Joseph's, USC, Vanderbilt, plus Universities of: California, Denver, Florida, Illinois, Iowa, Maryland, Michigan, Missouri, Pennsylvania, Texas, Washington, Wisconsin and dozens more.

After joining the Savitz Team, a PhD graduate of Princeton who has worked with many Fortune 500 companies commented on the new firm, “For important, high profile projects it just makes sense to want the people with the greatest level of experience and knowledge on the topic.”

The list of the research companies where the Savitz Consultants have held managerial positions is quite remarkable. Major research and consulting firms include: Arthur Anderson, A.C.Nielsen, Cambridge Group, IMS Health, M/A/R/C, Millward Brown, Opinion Research, SPSS, Synovate and TNS, just to name a few.

Moreover, the product and service companies where Savitz Consultants have actually worked is incredible including: 7-Eleven, Adidas, Amazon, AT&T, Burger King, CBS, Colgate Palmolive, CONRAIL, DHL, Disney, DraftFCB (Foote, Cone & Belding), Farmers Insurance, Harley-Davidson, HP, IBM, JPMorgan, Leo Burnett, MasterCard, Microsoft, Office Depot, Pep Boys, Pfizer, Procter and Gamble, RR Donnelley, Sallie Mae, Stanley Black and Decker, Transamerica, Turner Broadcasting, United Airlines, Universal Studios, the U.S. Marines and many others.

"The SavitzConsulting business model enables the best & brightest in the business to be broadly accessible across client industries & needs leveraging current technology to its fullest, enabling global reach in a cost-efficient model of customization and excellence." Research Manager – Procter and Gamble.

In addition to launching the new company and being a very popular professor at Temple, Jeff is involved in over two dozen academic and applied research projects, including one which may enable survey researchers to cut down sample sizes by as much as 33% leading to a cost savings of potentially \$300,000,000 annually in the U.S. alone. Professor Savitz will be presenting the first of a series of six papers, “The Case for Inliers – Part 1” at the 28<sup>th</sup> European Conference on Operational Research in England and Poland in the next few weeks.

Talented consultants and clients interested in a meeting of the minds along with skyrocketing sales and profits should go to the new website [www.SavitzConsulting.com](http://www.SavitzConsulting.com) or contact Jeff Savitz directly at [jsavitz@savitzresearch.com](mailto:jsavitz@savitzresearch.com). Contact Kayla Reed at 214-957-7167.