



ISG Adds Vice President

Maureen Reynosa-Braak hired to help address the firm's increasing demand for full-service market research capabilities

Minneapolis, MN (April 13, 2010) – Information Specialists Group (ISG), the Twin Cities' leading data collection and full-service market research firm, today announced the addition of Maureen Reynosa-Braak as Vice President. Reynosa-Braak will help manage the increasing demand from ISG clients for research services that complement the firm's quantitative services and data collection capabilities.

"We are thrilled to have Maureen join our firm," said ISG President, Robert McGarry, Jr..

"Companies know us as the largest data collection firm based in the Twin Cities. But the trust we've generated with our clients is leading them to use us more and more to provide in-depth analysis and qualitative research. With this growth in demand, we need someone with the ability and proven performance to link our quantitative and qualitative research services in the manner ISG clients expect. Maureen is that person."

For the past three years, Reynosa-Braak was VP of Research at Modern Climate, a Minneapolis advertising agency. She specializes in brand strategy research; new business and prospect research; and creative, usability, and new product testing. At ISG she will continue to expand the firm's services in competitive intelligence, focus groups, discovery sessions, program evaluations, and in-depth interviews.

About ISG

ISG is a full-service, Minnesota-based market research firm, founded in 1996 by McGarry. The company's steady growth is fostered through relationships built on credibility, expertise, and trust.

From initial consult and study design through analysis and reporting, ISG serves both the business-to-business and business-to-consumer markets with a full range of data collection, qualitative and quantitative services. They employ professional consultants, analysts, project managers, programmers and interviewers who work together to apply hit-the-ground-running research solutions for real-world business challenges.

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