



## The Marketing Research Institute International (MRII) Announces Election of 2012 Board Officers and New Board Members.

January 12, 2012, St. Louis, MO (USA) – MRII, a non-profit online educational institute which in partnership with the University of Georgia is devoted to fulfilling the educational needs of people worldwide in the marketing research profession, is pleased to announce election results for its 2012 Board of Directors.

MRII's new 2012 Board President is John Lewington, Associate Dean of the John E. Simon Business School at Maryville University in St. Louis. Elizabeth Shriver of the FirstEnergy Corporation was re-elected Secretary-Treasurer and Charles "Chuck" Dodson of the A.M. Todd Co. in Kalamazoo, MI became Immediate Past-President.

President-Elect is Charlotte E. Sibley, a member of Board of Directors of the American Pacific Corporation (AMPAC). In 2008, Ms. Sibley was named the Healthcare Business Women's Association's Woman of the Year. She will become MRII's President in 2013.

New directors elected to MRII's 2012 Board were:

- Marlene De La Cruz, President of Adelphi Research by Design in Doylestown, PA. Marlene is a member of the UK's Adelphi Group Board of Directors and is responsible for all US operations.
- Michelle A. Elster, Vice President of the Rabin Research Company in Chicago, IL, a full service global marketing research company. Michelle is past Chairman of the American Marketing Association (AMA) and Chairman Emeritus of the AMA Foundation.
- Henry Gazay, CEO and Founder of Medimix International in Miami, FL. Medimix which has operations in 60 countries works exclusively in pharmaceutical marketing research. Henry represents the French government as its *Conseiller du Commerce Extérieur pour la France* for the pharmaceutical sector.
- Raul J. Lopez, President of Phoenix Multicultural in Palmetto Bay, FL which provides marketing research and consulting services in the United States and Latin America.
- Paul Snyderman, Chief Research Officer of Ipsos Healthcare. Prior to joining Ipsos, Mr. Snyderman spent 23 years at Merck & Co., Inc. where he was Executive Director and Technical Advisor in Global Customer Insights
- Jeffrey Welch, Executive Vice President Global Operations and Orem Site Administration of Survey Sampling International (SSI) in Orem, UT. Jeff has extensive marketing research experience with SSI and Opinionology.

### About the Marketing Research Institute International (MRII)

MRII is a non-profit educational institute devoted to fulfilling the basic educational needs of people worldwide in the marketing research profession. MRII is the developer of the *Principles of Marketing Research* in full partnership with the University of Georgia (UGA), located in Athens, Georgia. UGA is responsible for all aspects of the administration and management of the course.

Globally, the *Principles of Marketing Research*, an online certificate course, is the industry's first and most widely used self-paced, self-study, online certificate program. It has enrolled over 6,000 participants across 96 countries since 1996, and is supported by virtually all the marketing and marketing research associations around the world. For more detailed information on the *Principles of Marketing Research* program, go to:

[www.principlesofmarketingresearch.org](http://www.principlesofmarketingresearch.org).

Successful course graduates earn a "Certificate of Program Completion" from MRII and the University as well as 20 University of Georgia Continuing Education Units (CEUs). For more detailed information on the MRII, go to: [www.mrii.org](http://www.mrii.org)

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