



## **Research Now Names Craig Stevens Chief Revenue Officer for the Americas**

Plano, TX – January 23, 2012 – Research Now, the leading global online sampling and data collection company, today announced the appointment of Craig Stevens to Chief Revenue Officer for the Americas as a direct result of the reorganization of the company’s executive management team.

In his new role, Stevens is responsible for the United States, Canada and Latin America. Stevens will also oversee the Americas’ marketing function and directly manage the business analytics function, responsible for sales and pricing analytics. Stevens previously served as Executive Vice President of Global Client Development and was responsible for sales and sales support activities worldwide. He will continue to serve as part of the Executive Management team, reporting to President and Chief Executive Officer Kurt Knapton.

“Being with the company for over seven years, Craig brings with him a wealth of knowledge and experience in growing the business exponentially on both a local and global scale,” said Knapton. “Under Craig’s leadership, sales and marketing will more closely align, enabling our team in the Americas to further maximize decision-making empowerment at the local level, while the company fosters optimal coordination and cooperation globally.”

### **About Research Now**

Research Now is the leading global online sampling and online data collection company. With over 6 million panelists in 38 countries worldwide, Research Now enables companies to listen to and interact with real consumers and business decision makers in order to make key business decisions. Research Now offers a full suite of data collection services, including social media sampling, and operates the Valued Opinions™ Panel and e-Rewards® Opinion Panels. The company has a multilingual staff located in 24 offices around the globe and has been recognized for four consecutive years as the industry leader in client satisfaction. Visit [www.researchnow.com](http://www.researchnow.com) to learn more.

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