



AllPoints Hires New Director of Research Services

For Immediate Release
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Winston-Salem, NC— Marianne Griffin has joined the AllPoints Research team. She is taking on the role of Director of Research Services for the Winston-Salem based company.

Griffin comes to AllPoints from StrataMark Dynamic Solutions and has a BS in Physics from New York Institute of Technology—Old Westbury and an MBA with a concentration in marketing research from Pacific Western University. In addition, Griffin is a past member of MENSA.

Sherrie Aycock, Co-CEO of AllPoints says, “Marianne’s strong background in quantitative research design and analysis is a good match for the demanding work required to serve our client base. Her 25+ years of experience furthers AllPoints’ focus on bringing innovation and new perspectives to our clients.”

Griffin’s previous clients speak highly of her and her work:

- *“a great project manager who places a priority on understanding my business needs so as to develop research plans that are most appropriate for my business”*
- *“the results of her projects were always right on target and I trusted her insight on the implications of the research conducted”*
- *“one who works more as a partner than as a provider ensuring that we are considering all contingencies and taking the initiative to suggest alternative data collection approaches that might better serve our needs”*

Industries in which Griffin has worked include: healthcare, business to business, consumer packaged goods, utilities, telecommunications, finance, and many others.

AllPoints Research is a full-service marketing research company specializing in proprietary quantitative and qualitative marketing research services. For more information about AllPoints, see www.allpoints.biz or contact Brad Seipel at 336-896-2200, ext. 1007 or b.seipel@allpoints.biz.