



## NEWS RELEASE For Immediate Release

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### **Insightrix Expands Its Research Team**

May 16, 2010 (Saskatoon, SK) – Insightrix Research Inc. is pleased to announce we have expanded our research team.

Insightrix Research, a Saskatchewan based market research company, announces the appointment of Stacey Giles as Research Manager. At Insightrix, Stacey will focus on project management of both qualitative and quantitative research programs for our clients. Stacey's expertise is in servicing client's needs, building relationships and providing solutions to problems.

Stacey carries an extensive background in market research. She began her career as a research consultant with a Saskatchewan based firm developing actionable strategic plans and communication strategies for clients in a variety of industry sectors including tourism, education, environment and leisure.

Most recently Stacey worked with Service Intelligence, a mystery shopping firm in North America. During her tenure there, Stacey worked with a number of the company's largest clients including Cumberland Farms, Dunkin' Brands, The Home Depot, Publix Supermarkets, Rogers, Sears Canada, Shell Canada, TELUS and Wawa.

"We are excited to have Stacey on our team" states Corrin Harper, President. "Her vast knowledge of project management and field services, all within marketing research, makes her the perfect person to help us grow our organization. Stacey is an incredible communicator. Her experience in both qualitative and quantitative market research gives her a unique advantage when it comes to managing projects. That, along with her intuitive nature and ability to uncover real client needs and desires, makes her an asset to Insightrix Research. We're excited to have her on board".

### **About Insightrix**

Founded in 2001, Insightrix Research Inc. is a full service market research firm that helps clients develop, administer and manage data collection and information strategies. From their offices in Saskatoon Canada and Horsham Australia, Insightrix offers a comprehensive range of research services.

