

Ellen F. Ruzinsky

President/*Ruzinsky Research*
Vice President-Research/*The Townsend Group*
Research Manager, Custom Research/*GfK MRI*

Prior to starting *Ruzinsky Research* in 1992, Ellen was Vice President of the Custom Media Studies Division of *Simmons Market Research Bureau* in New York. Ellen spent nearly nine years with *Simmons*, one of the leading media research firms in America.

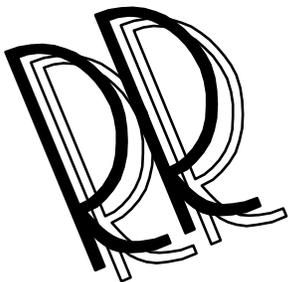
In addition to being President of *Ruzinsky Research*, Ellen is currently Vice President-Research of *The Townsend Group* a Washington, D.C. based consulting firm that specializes in serving the non-profit community and Research Manager with *GfK MRI's* Custom Research group which is *MRI's* "applied intelligence" division, providing custom and analytical research for marketers who seek a deeper understanding of their target consumers and more efficient pathways for reaching and interacting with them.

Ellen was Director/Custom Research for *Hall's Magazine Reports*, a Connecticut-based research firm that is the leading provider of editorial content analysis for the magazine and advertising industries. And she has served as in-house research for more than a decade to *Scarborough Research* which provides local market research specifically for newspaper clients.

Ellen is nationally recognized as a research professional that adheres to the highest industry standards. She is fully knowledgeable in all aspects of primary research and provides a wide range of services to major companies, associations and to magazines and newspapers. Her hands-on experience includes advertising studies, editorial interest studies, membership studies, satisfaction surveys, tracking studies, concept tests, pass-a-long studies and perception studies via mail, telephone, public place distribution and web-based methodologies.

Ellen has authored a Question & Answer column on research called "Ellen Speaks Out On Research" for the *Society of National Association Publishers* and has co-authored several articles on research techniques. Ellen is often a guest speaker at industry events.

Prior to *Simmons*, Ellen was enrolled at *Ithaca College* and graduated in 1983 with a Bachelor of Science degree in Management and Marketing.



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