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Smarty Pants

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In the US, youth and family research and consulting firm Smarty Pants has announced the appointment of Alisha Kolski Snow to the executive team with the title of *Insights Sage*. Snow recently worked as a Senior Manager for Global Consumer Insights at Hasbro.

In her new role Snow will serve as a senior qualitative and quantitative research director and business strategist. She has more than fourteen years of experience designing and executing brand-building research for many of the world's largest toy, technology, apparel, CPG and entertainment companies. Prior to Hasbro, Snow served as the Vice President of Insights for Alloy Marketing & Promotions in Boston. She is a frequent speaker at conferences and appears regularly in the press.

Smarty Pants Chief Operating Mastermind, Meredith Franck said: 'We've known Alisha for years, openly admiring her work from close up and afar. Incredibly smart, passionate about kids and well-versed in diverse research methods, Alisha is simply that rare combination of brains and research brawn. We're thrilled to finally have her on our team.'

The firm has offices in New York, Los Angeles, Chicago, Myrtle Beach, SC and is headquartered in Johnson City, TN. Web site: www.asksmartypants.com.

