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The logo for Spalding Goobey Associates features a black and white photograph of a man in a suit on the left. To the right, the letters 'S G A' are displayed in white on a purple background, with the full name 'SPALDING GOOBEY ASSOCIATES' in white text below them.


Smarty Pants

April 1 2010

In New York, youth and family research consultancy Smarty Pants has appointed Dr Michelle Poris as Senior Qualitative Research Director, to support growth of the firm's custom and syndicated research services.

Smarty Pants has offices in New York, Los Angeles, Chicago, Atlanta, Myrtle Beach, SC, and headquarters in Johnson City, TN. The company conducts qual and quant research with kids, tweens, teens, parents and influencers and guides marketers on brand positioning, new product development and consumer lifestyles and trends.

Poris joins from Just Kid Inc, where as Senior Director of Quantiative Research, she spent six years building and leading the firm's quant research practice. Prior to this, she was a Director at Yankelovich, where she managed the firm's Youth MONITOR, which tracks kids' attitudes and values. Earlier in her career, Poris was a Researcher at non-profit organization, the Families and Work Institute.

A headshot of Dr. Michelle Poris, a woman with dark hair, smiling, wearing a dark top and a necklace.

'Michelle is smart, passionate and a seasoned professional with both an academic and business pedigree,' says President, Wynne Tyree. 'She possesses methodological and strategic horsepower, and clients love her - she's the perfect fit.'

Web site: www.asksmartypants.com .

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