



FOR IMMEDIATE RELEASE

**SMARTY PANTS APPOINTS PATTY CLARK  
AS SENIOR RESEARCH DIRECTOR**

**NEW YORK, NY – August 9, 2010** – Youth and family research and consulting firm Smarty Pants announced today that Patty Clark has joined the organization's executive team as Senior Research Director. In this new role, Ms. Clark will help lead the firm's qualitative and quantitative departments on the continued growth of the company's custom and syndicated research services. It is a role that leverages Ms. Clark's 15+ years experience leading strategic consumer research among the youth and family targets.

*"Patty is an amazing talent. She's highly respected in our industry, and she knows kids and family research inside and out,"* says Smarty Pants president, Wynne Tyree. *"We're delighted to bring her food, entertainment and marketing savvy to our clients."*

Most recently, Ms. Clark was Research Director, U.S. Consumer & Business Insights at McDonald's Corporation. She spent five years leading McDonald's consumer research on kids, moms, and the Happy Meal brand. Her research career at McDonald's began in 1993, and has also included the chicken/salads categories, national promotions, corporate nutrition strategy, and Ronald McDonald House Charities.

Prior to joining McDonald's, Ms. Clark was a Research Analyst on the Kellogg's and Keebler brands at Leo Burnett Advertising, Chicago.

In addition to her professional roles, Ms. Clark has taught courses for 10 years at Northern Illinois University's Graduate School of Business and has been a featured presenter on the "kids" target in the MBA program at the University of Notre Dame.

Ms. Clark earned her M.S. in Marketing Science from Northern Illinois University and a B.S. in Behavioral Psychology from the University of Illinois. Ms. Clark also received professional Focus Group Moderator Training at the Burke Institute. She is based in Chicago, IL.

**About Smarty Pants:**

Smarty Pants, LLC ([www.asksmartypants.com](http://www.asksmartypants.com)) is a youth and family research and strategy firm with offices in New York, Los Angeles, Chicago, Myrtle Beach, SC, and headquarters in Johnson City, TN. The company conducts qualitative and quantitative research with kids, tweens, teens, parents and influencers and guides marketers on brand positioning, new product development and consumer lifestyles and trends. Clients include Electronic Arts, Hasbro, Nickelodeon, Warner Bros., Cartoon Network, Microsoft, Sesame Workshop, Konami, American Eagle, PBS KIDS, Kraft Foods, Aramark, Topps, and Girl Scouts of the USA.

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