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20|20 EXPANDS BUSINESS DEVELOPMENT TEAM

Blomgren and Sheth Bring Their Research Experience to Drive Further Growth

NASHVILLE, Tenn. (March 1, 2019) – 20|20 Research, a global expert and innovator in qualitative research services and technology, today announced it has added Justin Blomgren and Nisha Sheth to its business development group to further propel the company’s growth. Both bring rich experience in the insights industry to the team.

Blomgren holds the position of Director of Client Engagement. His expertise in the industry has been honed through positions with Standpoint, Ask Your Target Market, Turner Research, and Research Illuminious. He most recently served as Director of Client Services for Sylver Consulting.

Meanwhile Sheth joins as a Client Development Manager. She is an experienced client-side researcher, having worked in insights with both Hanesbrands and Charles Schwab before joining 20|20. Sheth holds a Masters of Marketing Research degree from the University of Georgia.

“Today’s market research industry continues to grow and change at a rapid pace,” said Mike Steinberg, executive vice president at 20|20. “Both Justin and Nisha know what modern insights professionals need in order to get the most value out of their research. Each has an outstanding record of listening and consulting, combined with strong knowledge of the approaches that deliver the most memorable consumer stories. We are excited to add them to the 20|20 team and know our clients, both new and old, will enjoy getting to know them as well.”

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About 20|20

20|20 is the leading expert and innovator in qualitative market research, leveraging its unique combination of proprietary technology, skilled recruiting and client-focused services to discover and communicate the consumer stories that matter most. The company’s easy, optimized solutions for qualitative and hybrid research deliver the right insights at the right time, allowing decision-makers to move forward and drive growth with confidence. The company is headquartered in Nashville, with offices in Denver and Chicago, as well as top-rated qualitative facilities in Nashville, Charlotte and Miami.