



161 Rosa L.Parks Blvd., Nashville, Tennessee 37203
Phone: 615.777.2020 | U.S Toll Free: 800.737.2020
2020research.com

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Contact: Heather Ball
615.724.5275
Heather.Ball@2020Research.com

20|20 EXPANDS INSIGHTS TEAM

Industry Veteran Christine Efken Brings Vibrant Expertise to 20|20's Insights Team

NASHVILLE, Tenn. (February 19, 2019) – 20|20 Research, a global expert and innovator in qualitative research services and technology, today announced it has added Christine Efken to its Insights team. Efken joins as a Research Strategist, helping the company and its clients uncover meaningful consumer stories.

Efken has more than 15 years of experience in market research, with roles on the client side as well as within ad and research agencies. A seasoned qualitative strategist and moderator, she is an expert at designing and conducting in-person, online and mobile qualitative studies that reveal the consumer stories brands need to drive innovation and growth. Her industry expertise includes CPG, personal care, entertainment, retail, travel and leisure, automotive, durables, education, electronics, financial services and more.

She holds a degree from Marquette University. When she's not talking with and observing consumers or consulting with clients, Efken moonlights as an adjunct marketing instructor at Chicago's Columbia College.

"We are thrilled to have Chris join the 20|20 Insights team," said Julia Eisenberg, vice president of insights. "She brings a wealth of expertise across industries and research methods and delights her clients every day. Chris is a welcome addition and will be a key contributor as we continue to expand the breadth of our insights offerings."

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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.