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Ascribe Names Andy Pfau as Vice President of Sales

Andy Pfau brings 20 years of Sales and Industry Experience to Ascribe

CINCINNATI, OH, April 2, 2018 - Ascribe, a global verbatim analysis and survey insights company named Andy Pfau as Vice President of Sales. Andy will lead the sales team and implement the go to market plan for the company.

“We are pleased to have Andy on the team and look forward to him helping our clients grow and enhance their brand experience.” states Rick Kieser, CEO of Ascribe. “Andy’s dedication to the industry will help our clients gain a greater depth of understanding, especially from verbatim comments, and ability to get to their core insights”.

Andy brings considerable sales management and industry experience to Ascribe. He spent the last year heading up the Corporate Accounts Sales Team at Survey Sampling International (SSI). Prior to that, he spent 12 years as Vice President of Enterprise Solutions at Toluna/Greenfield Online where he led a team who built custom reporting and software solutions for marketing, branding and customer satisfaction research and insights. Andy also managed company sales at RelevantView, a market research company that specializes in web site usability testing and on-line concept testing. Andy began his career with a focus on economics while at FactSet Research Systems and at Standard & Poor’s DRI.

As Vice President of Sales, Andy will use his innovative sales experience and in-depth understanding of the industry to set and execute the sales strategy, promote Ascribe’s unique offerings and lead the sales team in building long-term relationships with clients.

About Ascribe

Ascribe enables the world’s largest market research firms, marketers, corporate researchers to reveal actionable insights gained from verbatim comments, regardless of media or language. Ascribe’s suite of cloud-based software enables organizations to collect, analyze and visualize the data. These tools help uncover new insights to enhance customer, employee, and patient experiences, thus increasing revenue, managing costs, and increasing ROI.

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If you would like more information on this topic, please contact Amy Connor at 513.315.1529, or email amy.connor@goascribe.com.