



KJT Group, LLC  
6 East Street  
Honeoye Falls, NY 14472  
P 585.624.8050  
F 585.624.8052

FOR IMMEDIATE RELEASE

## KJT Group Makes Key Hires to Drive Continued Growth

Honeoye Falls, NY, July 01, 2010 - KJT Group is pleased to announce the appointment of David Bakken, Ph.D. as Vice President of Scientific Methods. Dr. Bakken earned his bachelor's degree in psychology at the University of Michigan, and his Ph.D. in social psychology at Boston University. David specializes in the design and implementation of fact-based solutions in the areas of innovation, pricing, and customer experience for clients in a wide variety of industries including FMCG, automotive, healthcare, technology, and financial services. David is an expert in survey design, a recognized thought leader in marketing research and a frequent presenter at conferences sponsored by ESOMAR, AMA and the Advertising Research Foundation. He is on the editorial review board for *Marketing Research* and recently served as chair of the program committee for the Advanced Research Techniques Forum. David writes a blog, *The Customer Knowledge Advantage*, devoted to the practice of turning customer insights into competitive success.

Before joining KJT Group, David was Executive Vice President and Chief Scientist for Harris Interactive. Additionally, David has held senior positions at Stratford Associates and the Gordon S. Black Corporation. He began his market research career at AT&T.

"We are excited to have David join KJT to continue his leadership within a client-driven research environment. His experience and leadership skills will help us to expand our business," states Dr. Kenneth J. Tomaszewski, Founder and CEO of KJT Group.

KJT Group is also pleased to announce the addition of Nan Burgess Whitman as Director, Qualitative Methods. Prior to joining KJT Group, Nan was a qualitative research professional at Doyle Research Associates, Synovate, and Harris Interactive, where she was a pioneer in the development of online qualitative research methodologies including online focus groups and creative projective techniques suitable for the virtual environment. Nan has complementary skills in traditional focus group moderating, in-home observation, and ethnography and in-depth interviewing. Nan's research portfolio includes a broad range of consumer and business-to-business experience, both domestic and international.

Nan holds an MS degree in Education and is currently an officer of the Western NY Chapter of Qualitative Research Consultants Association (QRCA) and is active in the American Marketing Association (AMA) and Advertising Research Foundation (ARF).

"With our eye on ensuring insightful research for our clients, Nan brings a wealth of experience and knowledge to KJT Group." Dr. Tomaszewski adds that "Nan has made an immediate impact in driving client delight and we expect great things from her leadership skills as we continue our measured growth".

About KJT Group - Founded in April 2007, KJT Group ([www.kjtgroup.com](http://www.kjtgroup.com)) is an innovative consulting and market research company that offers qualitative and quantitative research methods aimed at improving client's global business results. They have developed cutting edge solutions in the area of market segmentation, such as [www.segmentthis.com](http://www.segmentthis.com). The company is headquartered in Honeoye Falls, New York and has 26 full-time employees.

### Press Contact:

Dr. Kenneth J. Tomaszewski, Ph.D., M.S.  
585.624.8050  
[ken@kjtgroup.com](mailto:ken@kjtgroup.com)