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**FOR IMMEDIATE RELEASE**

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**20|20 FOUNDER, PRESIDENT SELECTED**  
**MARKET RESEARCH EXECUTIVE OF THE YEAR BY LEADING INDUSTRY PUBLICATION**  
*Research Business Report bestows honor on Nashvillian Jim Bryson*

**NASHVILLE, Tenn. (December 23, 2013)** -- Jim Bryson, CEO and founder of [20|20 Research](#), a global research technology and service firm based in Green Hills, has been named Market Research Executive of the Year by *Research Business Report*.

Written for professionals in the marketing research industry, Chicago-based [Research Business Report](#) focuses on the technological, methodological, economic and business changes in the research industry. Their Executive of the Year award, launched in 1994, is the industry's oldest and was established to recognize industry leaders who broke the most new ground in marketing research technology, methodology and economics.

The innovation cited in the award was 20|20's recently launched Virtual Intercepts™ tool, an instant, interactive platform that helps researchers quickly gain deeper insights behind a respondent's statement in an online quantitative survey. The advancement allows researchers to better understand the "why" behind the "what" in quantitative research.

"What won us over was how this technology pulls together the three hottest areas of research -- social media, online interviewing and mobile phone video capabilities," said Bob Lederer, editor and publisher of *Research Business Report*, and head of RFL Communications, a business press company focused on the marketing research industry that instituted the award.

"I'm truly humbled by this honor," Bryson said. "But, honestly, it is the innovations team at 20|20 that developed Virtual Intercepts and the other advancements we launched this past

Helping you do better research.

year that made the distinction possible. They're the creative thinkers who have made our success possible."

With clients and projects in more than 65 countries, 20|20 Research has pioneered online qualitative research techniques for researchers, moderators and end clients around the world.

20|20 Technology has developed a number of industry firsts in the online qualitative market research industry including a mobile app that allows research participants to journal their experiences using a mobile phone and a mobile geo-location tool that helps researchers better track respondents while they shop.

The company recently launched a series of innovations, including the first real-time, fully integrated human translation tool for online qualitative research ([QualTranslate™](#)), the next generation of its internet-based video interviewing service, ([QualMeeting 2.0™](#)), its [In-Home Mobile Ethnography™](#) which uses smart phone technology to take research into the respondent's home, and a just-in-time online recruiting tool ([Virtual Intercepts™](#)).

***About 20|20 Research***

*20|20 Research is a global leader in the development, support and service of online qualitative research software. Its research platforms have been used in over 90 countries and the company works with more than 20 languages. The firm's global operations are headquartered in Nashville, Tennessee, where it has been based since 1986. The company maintains traditional focus group facilities in Nashville, Charlotte and Miami. [20|20 Research | Helping you do better research](#)*

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