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**JOHN PFLUM NAMED CFO OF 20|20 RESEARCH**  
***VP of Accounting and Finance to Assume Expanded Leadership Role for the Company***

**NASHVILLE, Tennessee (August 30, 2016)** – John Pflum, vice president of accounting and finance for global research technology and service firm 20|20 Research, has been named the company’s chief financial officer.

In this role, Pflum will oversee all of 20|20’s financial operations, including financial planning, reporting and accounting, as well as manage the company’s human resources organization.

“Since joining 20|20, John has been instrumental in ensuring a strong financial position and practices for the company,” said Jim Bryson, president of [20|20 Research](#). “He brings a wealth of experience to the role, both from his tenure here, as well as having worked other in large and small companies across a variety of industries. His new position as CFO better reflects the true nature of his role and what he contributes to the organization in terms of responsibility and leadership. With John we are well positioned to build on our success and continue to fuel the success of our clients.”

Based in Nashville, Tennessee and founded in 1986, 20|20 Research helped pioneer online qualitative research techniques, serving clients with projects in more than 95 countries. Since 2011, the company has consistently been named one of the most innovative research firms in the world by the [GreenBook Research Industry Trends](#), a top arbiter of the market research industry.

Prior to 20|20, Pflum was the director of business affairs and human resources leader for the University of Cincinnati College of Nursing. Before this, Pflum served in Cincinnati as finance director for [Ipsos Understanding Unlimited](#), a global research firm headquartered in Paris, France. He also has extensive experience in accounting and finance at various engineering and civil engineering firms.

Pflum holds an MBA and a BS in Business Administration from Xavier University.

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***About 20|20 Research***

*20|20 Research is a global leader in the development, support and service of online qualitative marketing research... and the software and technology that sustains it. Leveraging more than 30 years of experience, the company works with researchers around the world to provide faster, easier, and more cost-effective research solutions, with projects in*

*Helping you do better research.*

*more than 95 countries and 30+ languages. The company has consistently been recognized as one of the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. The firm's operations are headquartered in Nashville, and the company additionally maintains traditional focus group facilities in Nashville, Charlotte and Miami. [www.2020research.com](http://www.2020research.com)*