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SHEENA BACON NAMED VP OF OPERATIONS FOR 20|20 RESEARCH

Bacon Tapped to Lead Client Support Functions for the Company's Technology Division

NASHVILLE, Tennessee (December 5, 2016) – Sheena Bacon has been named vice president of operations at 20|20 Research, a leading global research technology and service firm.

In this new role, Bacon will manage recruiting, project management and global tech support within the company's Technology division.

With more than 10 years of experience in market research, Bacon has managed hundreds of digital qualitative projects for clients around the globe. In 2014, *SURVEY* Magazine identified Bacon as a key influencer in the U.S. research industry and named her one of the country's top 20 "need to know" researchers.

"Over the past several months, Sheena has been tasked with an ever-increasing number of responsibilities at 20|20. This new role recognizes her expanded responsibilities within the Technology group and highlights her leadership position in the company," said Isaac Rogers, CEO of 20|20's Technology division. "Sheena knows the operations of our business better than anyone else. She's been a lynchpin of our technology growth over the last 10 years and understands what it takes to build and grow a world-class client service organization."

In her tenure with the company, Bacon has served as a lead recruiter, senior project manager, and most recently, as director of project management. She also holds the Professional Researcher Certification, the highest standard bestowed by the Marketing Research Association.

Bacon holds two Bachelor of Arts degrees from Sewanee: The University of the South.

Founded in 1986, 20|20 Research is a worldwide leader in qualitative research. Based in Nashville, with offices in Charlotte, Miami and Denver, 20|20 serves clients in 95 countries and 30+ languages around the globe. Today, 20|20 is considered one of the most innovative and advanced firms in the industry.

Helping you do better research.

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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 more than 95 countries and 30+ languages. In 2016, 20|20 acquired iModerate, expanding the breadth of services available to the industry. Both companies have consistently been recognized among the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. 20|20's operations are headquartered in Nashville, and the company additionally maintains the iModerate office in Denver, along with traditional focus group facilities in Nashville, Charlotte and Miami. www.2020research.com