



## Leadership

### Brief, Sherrie L Aycock

Aycock excels in integrating her considerable business acumen into research objectives and conclusions. Aycock's experience (since 1993) is rich with expertise in fostering the elements of *Discovery* and has developed differentiating processing in the industry.

Of note:

- Research related to the healthcare industry was presented to the President of the United States in a one-on-one, closed-door session.
- Her work has been published by US Department of Labor, & VetSOAP, with material quoted in numerous publications.
- She was a featured speaker for Pfizer's Helpful Answers, an outreach program targeted towards health advocates and small businesses. Topic: *Finding and qualifying trends in the Affordable Care Act.*
- She built one of the few Women Business Enterprises grossing in excess of \$4 mill (fewer than 3% of women business owners gross in excess of \$1 million)
- She has conducted seminars on a variety of topics including: *How to leverage communications research with limited budgets*, (Presented to all 50 State Offices of Health and Human Services, Centers for Disease Control)
- She is the recipient of the SBA Women in Business Champion Award
- Wake Forest University selected Sherrie Aycock to develop and implement an experimental market research curriculum for their undergraduate program. The novel approach concentrated in cultivating thinking skills applicable to marketing, commercialization, and related strategies.
- She served on the Women Impacting Public Policy Board of Directors
- She founded NC Girls Going Places, financial independence conference for high school girls and led the conference for multiple years
- In addition to over 25 years' experience in market research, Aycock holds a BA in Business Administration/Marketing from High Point University as well as a Certification in Production and Inventory Management. Her work experience includes strategic-level employment by a variety of discrete and process global manufacturers.

<p>Brief, Marianne Griffin</p>	<p>Marianne Griffin serves as Vice President of Research Services. Griffin has over thirty years' experience in Client Management, Research execution, Project Management, and Professional Staff Development. She brings extensive experience in managing custom market research for large clients, and in managing the teams responsible for quality-directed implementation of each research step. Research methodologies include: reputation, awareness, attitude, trial, usage, concept testing and evaluation, advertising, brand equity, segmentation, market potential, web-based conjoint, customer satisfaction, tracking, database creation, clinical trial recruiting, and numerous others.</p> <p>Griffin has a B.S. in Physics and Mathematics from New York Institute of Technology and an M.B.A. in Business Administration with an emphasis on Market Research from Pacific Western University. She is also a member of MENSA.</p>	
<p>Partners</p>	<p>IdeaSpan fosters excellent relationships with global research partners, which may be employed as needed to support special needs for your distinctive project. This ability to construct a custom research team assures inspired research for each distinctive project.</p>	
<p>Point of Contact</p>	<p>Sherrie L. Aycock, President  336.896-2200  <a href="mailto:s.aycock@ideaspan.net">s.aycock@ideaspan.net</a></p>	<p>1959 Robinhood Road, #319  Winston-Salem, NC 27106  <a href="http://www.ideaspan.net">www.ideaspan.net</a></p>

