

## Robert Moran Joins Brunswick Group as Partner

### *Will Lead Expansion of Insights and Opinion Research Practice in the Americas*

**NEW YORK, April 11, 2012** – Brunswick Group LLC, a leading corporate communications consultancy, today announced that Robert Moran has joined as a Partner. He will be based in Washington, DC. Mr. Moran was previously President of U.S. operations for StrategyOne, Edelman’s strategic research consultancy, where he led key business lines and managed a nationwide research team.

At Brunswick Mr. Moran will direct the expansion and development of the firm’s insight practice in the Americas. He provides senior-level strategic counsel drawing on his extensive knowledge of the field including: opinion and market research, corporate reputation, issues and crisis management, forecasting, analytics and brand research. Working with Brunswick’s global research team, his role will also include developing new market research products and approaches to expand the firm’s global research offering across the Americas. Mr. Moran will work alongside London partners Graeme Trayner and Phil Riggins, who joined last summer from APCO Insight, where he was Director for EMEA.

“Bob’s expertise as a strategic research advisor, and his leadership in developing the next generation of insight tools, adds an exciting new capability for our clients,” said Susan Gilchrist, U.S. Managing Partner of Brunswick. “Insight is the foundation for our clients’ authentic and successful communications. We are delighted that Bob joins our global research team to expand our offering in the U.S. and worldwide.”

Mr. Moran said, “Brunswick is known for the high caliber of its professionals and clients. I am delighted to be joining at this exciting time in the firm’s growth and look forward to contributing to the expansion of the global research offer in the Americas.”

Mr. Moran is a published thought leader and frequent speaker on trends in the market research industry. His recent publications include authoring the final chapter in "Leading Edge Marketing Research; 21st Century Tools and Practices," "The Shape of Marketing Research in 2021" in the *Journal of Advertising Research*, and "'Rateocracy' and the Future of Corporate Reputation" in *The Futurist* magazine. He is also the founder of the Future of Insight Project, an initiative that explores innovation and trends in the research sector.

Prior to StrategyOne, Mr. Moran was Vice President at Fabrizio, McLaughlin & Associates and began his career at Public Opinion Strategies. He has worked across sectors with clients that include: Visa, Walmart, SC Johnson, Humana, Monsanto, Boeing, Ingersoll-Rand, Mubadala and the United Arab Emirates.

Brunswick’s opinion research and insight practice globally focuses on assessing global business issues and corporate reputation. This includes qualitative and quantitative research techniques to help companies and organizations inform and measure their communications and policy strategies, including:

reputation measurement, thought leadership, issue management, message development, and stakeholder communication.

**About Brunswick Group LLC**

Brunswick Group LLC is a private partnership with a growing team of approximately 600 employees, including more than 90 partners around the world. The firm has grown organically over 25 years and now has 19 wholly owned offices in 11 countries. These include Abu Dhabi, Beijing, Berlin, Brussels, Dallas/Fort Worth, Dubai, Frankfurt, Hong Kong, Johannesburg, London, Milan, Munich, New York, Paris, San Francisco, Shanghai, Stockholm, Vienna and Washington D.C. The firm's service offer comprises corporate and financial communications, investor relations, internal communications and opinion research.

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