Engagious

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For Immediate Release

Engagious Adds Key Members to Research and Sales Teams

Consultancy continues expansion with additions of Gina Derickson as research director and Robin Greenspan as director of sales

New York, NY and Portland, OR. (Sept 18, 2018) — Customer insights and messaging consultancy Engagious announces the hirings of Gina Derickson as research director and Robin Greenspan as director of sales.

Derickson will lead the Engagious research project team as well as take an active role in moderating dial test focus groups for evaluating dynamic stimuli, such as infomercials, presentations, sales pitches, demonstrations, and broadcast programs. Prior to joining Engagious, Derickson served in both research client and service partner roles in a variety of industries, developing insights for companies including Johnson & Johnson, Procter & Gamble, Verizon, and State Farm.

Greenspan will head up sales efforts for Engagious, focusing on advocacy groups and the direct response industry. She brings more than 25 years of diverse sales and business development experience to the Engagious team, representing top international service companies such as PricewaterhouseCoopers (PwC) and Bloomberg BNA.

Engagious launched earlier this year—as result of the merger of market research technology developer and service provider Dialsmith and messaging consultancy Presentation Testing. Engagious' expanding client base includes Salesforce, Comcast, Axios, Hoover, and more.

About Engagious

Engagious is a customer insights and messaging consultancy that fuses research, science, and storytelling to craft and refine high-stakes communications. Engagious conducts research for and provides communications consulting for corporations, presidential campaigns, trade associations, advocacy groups, and think tanks in fields such as entertainment, public policy, renewable energy, and more.

Reach out at www.engagious.com.

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