

## **Harris Interactive Service Bureau Adds Brent Tarver to Sales Leadership Team**

*Research industry sales veteran joins HISB as the expanding organization bolsters sales reach and account management for a growing client base*

**New York, N.Y. – October 9, 2012** –Harris Interactive Service Bureau (HISB) today announced that it has named Brent Tarver to the position of Associate Vice President, Sales. Tarver joins HISB from Research Now where he led new account activity for the organization’s enterprise sales team. A research industry expert with years of experience in building and nurturing blue-chip clients and their brands, Tarver joins an expanding HISB leadership team as the organization accelerates the delivery of its research sample and service solutions. Tarver, who joined the company this month, reports to Rob Rocco, Vice President, HISB.

“Tarver is an accomplished sales producer with years of experience in building and motivating highly effective sales teams, engaging new client relationships and delivering go-to-market strategies that achieve results,” said Rocco. “The HISB sales leadership team will greatly benefit from his experienced insight into effective sales programs and results focused management.”

In his new role, with special emphasis on the West Coast market, Tarver will be focused on expanding HISB’s client roster and deepening its current client relationships by leveraging innovative new HISB offerings.

“Harris Interactive is a thought leader in research methodology with progressively innovative solutions for the research industry,” said Tarver. “I am pleased to join the HISB team at such a pivotal point in its growth and innovation. I look forward to driving a successful sales model that will help HISB in a way that is efficient, predictable and sustaining.”

Prior to Research Now, Tarver was a Key Accounts Manager with Jupiter Research where he managed relationships with numerous Fortune 500 brands.

Earlier this year, HISB launched an innovative new sample-only offering, Get Sample! Drawing on HISB’s decades of sampling experience, Get Sample! provides market researchers with rapid access to high-quality sample from Harris Interactive panels and real-time respondents from preferred partners. The resulting sample-only solution, led and managed by HISB’s US-based project managers, delivers quality respondents using non-biasing methods that yield projectable research results with the speed, efficiency and competitive pricing that research companies require.

### **About Harris Interactive Service Bureau (HISB)**

Harris Interactive Service Bureau (HISB) is a separate operating division of Harris Interactive, established uniquely to serve the needs of market research and consulting firms. This U.S.-operated division specializes in providing high-quality online consumer sample in either a full service or sample-only capacity. It pioneered online data collection for research firms and offers expertise in mixed-mode data collection, cutting-edge online programming, survey design recommendations and seamless project management for both domestic and global

research. Additionally, it offers coding, weighting, advanced analytics and reporting tools. For more information please visit: [www.hisbonline.com](http://www.hisbonline.com).

**About Harris Interactive**

Harris Interactive is one of the world's leading market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for *the Harris Poll*® and for pioneering innovative research methodologies, Harris offers proprietary solutions in the areas of market and customer insight, corporate brand and reputation strategy, and marketing, advertising, public relations and communications research. Harris possesses expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Additionally, Harris has a portfolio of multi-client offerings that complement our custom solutions while maximizing our client's research investment. Serving clients in more than 196 countries and territories through our North American and European offices, Harris specializes in delivering research solutions that help us - and our clients—stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).