

CHICAGO, Oct. 15, 2013 /PRNewswire-iReach/ -- [C+R Research](#), a Chicago-based full-service marketing insights agency, welcomes

Terrie Wendricks

as Vice President of its Shopper Insights division, ShopperEyes. As an insights and strategy professional whose career spans over 25 years, Terrie will be responsible for leveraging traditional and non-traditional research methodologies to create solutions for both CPG manufacturers and retailers to the challenges of today's rapidly changing retail marketplace.

"We look forward to Terrie contributing to the continued success of the company and growing our ShopperEyes division with her vast experience in Shopper Insights and analytics," says C+R President, Robbin Jaklin.

Wendricks's experience includes working for Hillshire Brands Co., Sara Lee, Kraft Foods, HJ Heinz and The BASES Group. In her past roles, she has built consumer, marketplace, and shopper understanding to drive brand strategy and communication, innovation, shopper marketing, and category leadership programs. She is a recipient of two Advertising Research Foundation Ogilvy Awards and the Path to Purchase Institute's Who's Who in Shopper Insights.

At C+R Research, a full-service marketing insights agency, we've been helping brands grow for over 50 years by delivering great research, deep perspective and committed client service. We're known for best-in-class methodologies, high-quality analytical insights and delivering senior-level attention throughout every phase of our clients' projects. We offer an array of customizable techniques for both qualitative and quantitative research, and have focused areas of knowledge and expertise in youth and family, Latinos and Shopper Insights. Our goal is to equip our clients with the insights they need to confidently develop successful brand strategies and grow their business.

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C+R Research Hires Terrie Wendricks to Head Shopper Insights Division

Written by Australian Business

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