



## **GRAIL RESEARCH EXPANDS GLOBAL RESEARCH OPERATIONS**

### *Aggressive Hiring Reflects Increasing Client Demand for Strategic Market Intelligence*

**CAMBRIDGE, Mass. – August 6, 2009** – Grail Research, the leading global strategic research and decision support firm, today announced the completion of the first wave of expanded recruiting efforts for the company’s global research operations. The addition of new talent reflects the growing demand for the critical market intelligence and research support that organizations need to make strategic decisions in today’s complex and uncertain business environment.

Grail Research recruits only the top talent from across the globe. This year, more than 3,000 candidates applied for the available positions and 800 earned interviews. Grail hired thirty-eight team members contingent upon their successful completion of the company’s comprehensive training program, “East Point.” The program is an intense, full-time, five week course designed to hone the research, analysis, decision-making and teamwork skills that are critical for effectively meeting the market intelligence needs of Grail Research’s clients.

“Our rigorous recruiting and training process reflects the caliber of talent needed to answer our clients’ strategic questions,” said Colin Gounden, founder and chief executive officer of Grail Research. “East Point is unique to our industry and gives Grail Research a competitive advantage. The program builds upon the exceptional talent of our new team members, and helps them move beyond basic research to provide answers and insights that have real impact for our clients.”

When making strategic decisions, managers of global companies need to consider more variables and issues than ever before. They are faced with additional customer segments and sub-segments, regions and sub-regions, product categories and products per category, as well as an

ever increasing number of product attributes, competitors, channels to market, and influences on customers. To be effective and drive bottom-line results, the role analysts need to play in this environment is fundamentally different than it was even a few years ago.

“In response to increased demand for our services, we invested heavily in additional analyst talent, and are now considering a second round of recruiting to enable us to provide our growing client base with the market intelligence and insights they need,” adds Gounden. “Our clients know they can rely on Grail Research to properly frame mission-critical questions, process the ever-growing volume of unrefined information and distill findings into meaningful insights that provide a clear and accurate understanding of markets that wasn’t previously available.”

Grail Research offers expertise in a wide range of industries, including consumer brands, life sciences, technology and telecommunications. Its 200 employees conduct research in more than 100 countries and 35 languages to help clients as they launch and enhance products, make acquisitions and strategic investments, assess competitive positioning and evaluate brand health and the customer experience.

### **About Grail Research**

Grail Research is a global research and decision support firm that provides organizations with accurate, succinct answers to their most important business questions. In today’s rapidly changing environment, global corporations rely on Grail Research to deliver the critical market intelligence required to make fact-based strategic decisions that support business growth. These include topics such as entering new markets, launching and enhancing products, making acquisitions or strategic investments, unseating competitors, and more. Based in Cambridge, Mass., Grail Research is a business unit of Monitor, one of the world’s leading business advisory firms. For more information, visit [www.grailresearch.com](http://www.grailresearch.com).

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