



**GfK Custom Research  
North America**

## Press Release

### **GfK CUSTOM RESEARCH NORTH AMERICA ADDS THOMAS HARTLEY AS VICE PRESIDENT FOR CUSTOMER LOYALTY**

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For more information contact:

Deanna Decker  
Padilla Speer Beardsley  
212-752-8338  
ddecker@psbpr.com

Amanda Sham  
Padilla Speer Beardsley  
212-752-8338  
asham@psbpr.com

Kellie Radford  
GfK Custom Research  
North America  
212-240-5300  
info@gfkamerica.com

**New York, NY, July 7, 2009 – GfK Custom Research North America announced today that Thomas Hartley is joining the company as Vice President of GfK Customer Loyalty. He will lead major customer loyalty and employee engagement programs that help clients identify opportunities to improve customer satisfaction and loyalty.**

Hartley comes to GfK with a wealth of experience in business development and client service with a focus on customer and employee loyalty. Previously, he worked for Morpace Incorporated as vice president for their New York office. There, Mr. Hartley was responsible for customer loyalty and employee engagement projects which included strategic planning, research and analysis, and training/action planning.

Prior to Morpace, Mr. Hartley worked for The Gallup Organization as a senior consultant where he led customer and employee engagement programs for companies in the banking, retail, telecommunications, pharmaceutical, luxury and medical imaging industries.

Also, Mr. Hartley spent 5 years as an assistant professor of political science and senior research director for the Center for Survey Research at the University of Connecticut.

"GfK Custom Research North America is pleased to welcome Tom to our team," says Don Simons, Managing Director of GfK Customer Loyalty. "Tom has the expertise needed in customer loyalty, advocacy and retention to help strengthen our business for further growth and its value proposition to clients."

Mr. Hartley will be based in GfK's Chelsea Market office in New York.

#### **About GfK Custom Research North America**

Headquartered in New York, GfK Custom Research North America is part of the GfK Group. With home offices in Nuremberg, Germany, the GfK Group is fourth largest market research organization in the world. Its activities cover three business sectors: Custom Research, Retail and Technology and Media. With 115 companies covering over 100 countries, GfK Group has approximately 10,000 employees (as of September 30, 2008), 80% of which are based outside Germany. For more information, visit [www.gfkamerica.com](http://www.gfkamerica.com).

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