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Simmons Market Research

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1952

SMRB

..... stands for

**Simmons Market Research
Bureau**



Abbreviations.com

#HistoryTalk

- CEO + FOUNDER OF SIMMONS RESEARCH MARKET
- 108 DIFFERENT COMPANIES
- ANNUAL REVENUE = \$10.94M
- ANNUAL CLIENT PROFOLIO = 25K

The Company's Mission

“Privacy Pledge”

Our Pledge to You:

Simmons Market Research is committed to your privacy.

*We will **NOT** use your personal identifying information to advertise, promote, or market goods or services directly to you.*

What has been going on lately??

November 1, 2017, Simmons market research appointed a new chief in town.

Before Andrew, there was Pat Pellegrini. 

He later stepped down and Former Neilson executive —

Andrew Feigenson was granted the position.

Andrew is now the CEO of Fishbowl Inc.

Overall
Performance 

The **Truth** is...

Simmons was ranked number 35 out of 202 U.S.-based, for-profit market research companies that were considered for the report. The company pulled in an impressive \$336,000 of revenue per employee in 2016, well above the industry average of \$287,000.

1. *NOW REMEMBER... Simmons has 100 employees and 108 DIFFERENT companies (do the math)*
2. *HONARABLE MENTION... According to a report by Mrisimmons.com, they were the 6th OLDEST company in the analysis! (Longevity is the name of the game)*

WHAT YOU NEED TO KNOW

- Simmons Market Research main PRODUCT is service in which they target PRIVACY as their main entrée. This company is an example of what longevity means to marketing. Being memorable, having great service and most of all, giving the people what they want.
- Simmons Market Research is now owned by—Symphony Technology