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Brenda Clinite Joins Grail Research as Client Service Officer

Clinite Brings Comprehensive Industry Knowledge and Strategic Research Expertise to Grail's Team of Technology Experts

CAMBRIDGE, Mass. – January 6, 2010 – Grail Research, a [global strategic research](#) and decision support firm, today announced that Brenda Clinite has joined the company as Client Service Officer (CSO) for the company's growing [Technology, Media and Telecommunications practice](#). In this role, Clinite is responsible for business development and project delivery, supporting Grail's overall commitment to help organizations answer their most difficult and important strategic questions.

"The technology and telecom industries are all about speed. Product cycles, pricing changes and competitive offerings from new and established players happen at an exceptional pace. It is critical for these organizations to keep a close eye on the competitive landscape, maintain a keen understanding of rapidly-changing customer preferences and implement strong go-to-market strategies," said Colin Gouden, founder and CEO of Grail Research. "Brenda's success in helping technology companies navigate competitive landscapes, launch products, build brands, and identify and drive new opportunities, will be a tremendous asset to Grail's clients."

Grail's Technology, Media and Telecommunications practice helps organizations confidently make decisions when undertaking strategic initiatives, including efforts to enter new geographies, launch new products, identify strategic partners, improve sales and grow market share. Grail's experts provide technology, media and telecommunications companies with the deep understanding and experience they need to properly frame their most important questions and ultimately gain actionable insights.

Most recently, Clinite was a vice president at Capitalis, where she consulted multiple technology clients on growth and innovation strategies. Prior to Capitalis, Brenda worked in the Technology division of TNS Global, where she sold and managed marketing/customer strategy, competitive strategy and custom market research engagements. Clinite holds a Masters Degree and PhD in Organizational Consulting from the California School of Professional Psychology, as well as a Bachelors of Science in Psychology from the University of California, San Diego.

"Grail has a proven track record of delivering the fresh data and insights necessary for intelligent decision-making in the evolving technology industry," said Clinite. "Successful technology companies know that this unique insight can be a true competitive differentiator that drives increased market share."

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 division of Integreon, a rapidly growing professional services firm that provides litigation support, analytics and financial modeling services to law firms, investment banks and corporations. For more information, visit

www.grailresearch.com.

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