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News Release

4/10/04

Katrina Gill has founded Gill Research, LLC, a research consulting firm specializing in communication audits and employee/organizational research.

Gill Research develops and delivers customized, affordable research services that facilitate high impact, well-informed, strategic decisions; support business goals and align with business objectives; identify measurable objectives; and provide practical, high-value solutions.

“Research helps organizations achieve their business objectives,” Gill said. “At a time when companies expect more from their programs and their people at a lower cost, we can help make sure companies get the most from their investment. We don’t use ‘off the shelf’ services and products, or sell ‘one size fits all’ solutions. Every organization is different, and so are its issues and solutions. Gill Research also offers the efficiency and flexibility to meet the budget considerations of our clients...we believe in providing high-quality, customized research services at affordable, flexible prices.”

Katrina Gill has more than 12 years of diverse research experience and has provided customized services, counsel and support to many organizations, including Ace Hardware, American Century, Baxter, Delta Air Lines, Eureka, Harrah’s Entertainment, Harvard University, Household, JPMorgan Chase, Merck & Co., Moody’s Investor Services, National PTA, Pergo, Quaker Oats, State Farm Insurance, Wells Fargo Home Mortgage and the YMCA of the USA. Katrina also is contracted as Director of Research for L.C. Williams & Associates, a public relations and research counseling firm headquartered in Chicago, IL. Prior to forming Gill Research, Katrina was measurement practice leader for the Ragan Consulting Group, a division of Lawrence Ragan Communications, Inc. of Chicago, IL. As practice leader, she led the strategic communication research and measurement function. Before joining Ragan, she specialized in market research for e-commerce clients with the Thomson Corporation. A frequent speaker, workshop leader and author on strategic research and measurement, Katrina also has taught undergraduate and graduate-level courses.

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