

Jennafer Stahl Expands Invoke Solutions Brand and Communications Experience

STAMFORD, CT- August 29, 2008 Jennafer Stahl has joined Invoke Solutions as a Research Director and will focus on expanding the firm's brand research and copy testing capabilities within their Engage Business Solutions framework. Jennafer is a seasoned researcher with over a decade of experience working for leading firms like TNS and Ipsos-ASI where she focused on leading brand equity, ad testing and tracking programs for clients in the financial services, consumer package goods and pharmaceutical industries.

About Invoke Solutions

Invoke Solutions helps leading companies make better, faster decisions about their brands, products, communications, and customer strategies. Unlike traditional, costly research methodologies, Invoke's [Engage Business Solutions](#) and [Suite of Applications](#) are specifically designed to provide a more engaging participant experience and give businesses faster, more useful qualitative and quantitative results.

Invoke partners with leading global research firms and Fortune 1000 companies to enable faster, smarter decisions throughout the marketing and product innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence, faster.

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