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PRS IN VIVO Hires Lisa Manuzza as SVP, Client & Market Development in the U.S.

Supporting Growth Initiatives in the U.S.

PRS IN VIVO, a BVA Group consultancy agency rooted in behavioral science and specializing in consumer & shopper insights announces its new recruitment for the position of SVP, Client & Market Development in the United States.

Lisa Manuzza joins as SVP, Client & Market Development of PRS IN VIVO in the United States. With over 35 years of experience in the market research industry, Manuzza has proved she can streamline business issues, design, and turn research into actionable insights for clients. Her passion lies in bringing insights and solutions to clients in a creative but effective way. She has held senior positions in operations, client service and sales, bringing a unique full service perspective to her consulting. Lisa's principal areas of interest and expertise include developing and implementing research in the areas of business assessment, innovation, package design, advertising and media and marketing strategy.

Prior to joining PRS IN VIVO US, Lisa spent 6 years as Vice President at NielsenIQ BASES where she built and managed a portfolio of \$5M+. She has also held senior positions at Hotspex, and Ipsos ASI where she played a key role in developing the Tracking and Equity businesses in the US, overseeing the accounts of several Fortune 500 companies and later as Vice President of New Business Development. Her career started at The NPD Group where she spent 10 years and was a pioneering member of the team who executed some of the very first online research studies in the United States.

"We are thrilled to have Lisa contribute to the growth of PRS IN VIVO and accompany our clients in the U.S. Her expertise and experience in the American market will add enormous value to them." said Karen Gombault, CEO at PRS IN VIVO. She adds, "Investing in our business has never been more critical as clients and the industry at large must evolve to respond to new business realities. Lisa will further push PRS IN VIVO to become better partners with our clients globally."

About PRS IN VIVO Group

PRS IN VIVO is a behavioural science research consultancy agency with several decades of global expertise in packaging design research, new product development and shopper experience in an omni-channel world. They help companies understand, predict and positively influence consumer choice and drive brand growth.

Recognized as one of the leading research pioneers and innovators, they work with the world's leading fast-moving consumer goods (FMCG) companies: P&G, Nestle, Mondelez, Unilever, Mars, Danone, L'Oréal, ... amongst many others. Passionate about working with clients, they consult across nearly 50 countries, utilizing System 1 approaches and best in class technology including Biometric and AI to capture and interpret behavioural data.

PRS IN VIVO is part of The BVA GROUP, an independent global market research organization with a keen focus on managing and acquiring companies with an expertise in behavioural science. With nearly 1000 employees, BVA GROUP operates worldwide with 4 main brands: BVA, PRS IN VIVO, BVA Nudge Unit and Hubicus.

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