

Dr. Stephen Kraus, Expert in Market Research joins as the Director, Market Research operations of AbsolutData Research & Analytics

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Agency: **Grey Cell Public Relations**

New Delhi, Tuesday March 27, 2007: Dr. Stephen Kraus, an internationally respected expert in the field of market research, a published author and professional speaker with 15 years of market research experience has joined the U.S. market research operations of AbsolutData Research & Analytics as the Director of Market Research services.

Dr. Kraus would be leading Marketing Research services and would also be responsible for Client Servicing. Steve's strong research background and high profile in the market research industry are an ideal fit with AbsolutData's mission. After joining the U.S market research operations, he said, "I've spent my career using science to help individuals and organizations take their performance to the next level. AbsolutData provides a great opportunity, because we are pioneering cutting-edge applications of marketing science and global business models to entirely new fields."

Commenting on the joining of Steve, Mr. Anil Kaul, Founder and CEO, AbsolutData Research and Analytics said, "Stephen is a key addition to our client facing team in the US and will enhance our capabilities to grow rapidly. His past experience in Market Research, client management and project delivery will be major assets for AbsolutData."

Steve is currently writing two books: one on leveraging global workforces to enhance marketing efficiency, and another on the art and science of successfully doing business in India.

Steve has spent six years as a Partner with Yankelovich Partners, one the world's best-known market research firms. Prior to Yankelovich, Steve has worked as a Senior Associate with Marketing and Planning Systems, a Boston-based marketing consulting firm. Steve has also worked at National Analysts, a Philadelphia-based market research consultancy. He has published articles in Adweek and Brandweek, as well as in numerous other trade publications and scientific journals.

Prior to his career in market research, Steve was a psychology professor at the University of Florida, where he taught classes on research methods and statistics in addition to psychology. Steve has a Ph.D. in social psychology from Harvard University, and twice won Harvard's award for teaching excellence. Steve is the author of a book on the psychology of success, and his research is cited in major psychology textbooks.

About AbsolutData Research and Analytics

AbsolutData Research & Analytics is a professional services firm that provides consulting-oriented Advanced Analytics and Market Research services to its global clients. It helps its clients maintain and augment their market position by delivering enhanced value through a combination of significant cost savings, superior talent, process excellence and innovation. AbsolutData is led by a Management team that has substantial experience at leading organizations such as McKinsey & Co., Kraft Foods, GE, Pfizer and Mitsubishi. AbsolutData currently has over 130 professionals across various offices. AbsolutData's clients include companies such as world's top consulting companies, CPG companies, credit card providers, leading retailers, and technology leaders.

AbsolutData is headquartered in the San Francisco Bay Area in California and has operations located in New Delhi, India,

The company website- www.absolutdata.com

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