

Michelle Andre Joins Women in Research (WIRe) as Managing Director

Celebrating 10 years serving women the market research industry, WIRe forms new full-time position to help meet strategic growth goals

BEND, OR, USA, March 8, 2017 /EINPresswire.com/ -- [Women in Research](#) (WIRe), founded in 2007 as a means of connecting and supporting women in the market research community, has hired Michelle Andre as its new Managing Director. Andre will be responsible for organizational development and oversight, fundraising, marketing, and assisting with strategic long-term planning for the non-profit.

As managing director, Andre will work closely with WIRe's founder, Kristin Luck, as well WIRe's global Advisory Board and event teams to ensure that organizational objectives are met. This is a newly formed position for Women in Research, which runs networking and educational events in 15 cities around the world, has an award-winning mentoring program, and funds educational scholarships through their partnership with the ESOMAR Foundation, among other initiatives – all in support of their mission: to advance the contributions and voice of women in research, both for themselves and the greater good of the industry.

Kristin Luck, WIRe founder, said, "What started as an informal gathering of industry women in 2007 has turned into an international non-profit supporting over 5,000 women globally. Michelle will help manage WIRe's rapid growth to ensure we serve women in this quickly evolving industry. Her industry knowledge and extensive experience in nonprofit management, will



take WIRe to the next level in serving our community and our donors.”

Most recently, Andre served as VP of Marketing for financial technology firm, Virtual Incentives, and prior to that she led marketing at the global market research technology company, FocusVision. She has held executive and management level positions in a variety of industries, with experience ranging from nonprofit to corporate to agency, primarily in San Francisco. She holds a master’s degree in integrated marketing communications from Golden Gate University, an advanced certificate in graphic design from University of California at Berkeley and a bachelor of arts in communications and in studio art from Santa Clara University. She has multiple certifications from the Direct Marketing Association and is a certified Salesforce Pardot specialist.

Andre is also a devoted proponent of the arts and has been heavily involved in many nonprofit organizations throughout her career. Her nonprofit experience ranges from running marketing and fundraising initiatives for performing arts organizations, such as the Merola Opera Program at San Francisco Opera, to involvement in management at various cultural, environmental and educational organizations as both a volunteer and a consultant. She currently serves on the board of the Tower Theatre, a historic nonprofit arts venue in Bend, Oregon.

Andre is a recent recipient of the International Stevie Award for Women in Business and is a past recipient of the Women in Business and the Professions World Award and the Best in Biz Marketing Executive Award. Andre also serves as a Judge for the annual Reggie Awards.

About Women in Research

Women in Research (WIRe) is a global non-profit that arms women in the marketing research industry with the tools to develop professionally, build connections and stay inspired. WIRe’s mission is to advance the contributions and voice of women in research, both for themselves and the greater good of the market research industry. www.womeninresearch.org

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Marie Melsheimer
Campbell Consulting
5413893337
email us here

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