

# Angela Woo of Alter Agents accepted into Forbes Agency Council

*Forbes Agency Council is an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies*

LOS ANGELES, CA, UNITED STATES, January 24, 2018 /EINPresswire.com/ -- Angela Woo of [Alter Agents](#), a market research firm focused on intelligent shopper insights, has been accepted into the Forbes Agency Council, an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies.

Woo currently serves as the Chief Strategy Officer and co-founder at Alter Agents. She was selected for the Agency Council based in part on her career-long pursuit of helping clients apply research findings to drive vital business decisions and positive outcomes. With more than twenty years in the market research and strategic insights space, she has worked in industries ranging from manufacturing to consumer packaged goods and from high tech to gaming. Woo plans to share her expertise in user experience research, product development, brand and communications testing and conjoint designs through new role with Forbes.

She joins other Forbes Agency Council members, who are hand-selected, to become part of a curated network of successful peers and get access to a variety of exclusive benefits and resources, including the opportunity to submit thought leadership articles and short tips on industry-related topics for publishing on Forbes.com.

Forbes Councils combines an innovative, high-touch approach to community management perfected by the team behind Young Entrepreneur Council (YEC) with the extensive resources and global reach of Forbes. As a result, Forbes Council members get access to the people, benefits and expertise they need to grow their businesses — and a dedicated member concierge who acts as an extension of



their own team, providing personalized one-on-one support.

Scott Gerber, founder of Forbes Councils, says, “We are honored to welcome Angela into the community. Our mission with Forbes Councils is to curate successful professionals from every industry, creating a vetted, social capital-driven network that helps every member make an even greater impact on the business world.”

#### About Alter Agents

Alter Agents is a full service market research and brand consultancy; the Alter Agents team has a long history of brand strategy and communications experience. They specialize in shopper research and developing leading edge insights. Alter Agents' is led by co-founders Rebecca Brooks, Angela Woo, and Phil Dance. Their experience includes working with brand giants such as eBay, Google, Hyundai, Yahoo, Viking River Cruises, and many more. More at [www.alteragents.com](http://www.alteragents.com). @Alter\_Agents

#### About Forbes Councils

Forbes partnered with the founders of Young Entrepreneur Council (YEC) to launch Forbes Councils, invitation-only communities for world-class business professionals in a variety of industries. Members, who are hand-selected by each Council's community team, receive personalized introductions to each other based on their specific needs and gain access to a wide range of business benefits and services, including best-in-class concierge teams, personalized connections, peer-to-peer learning, a business services marketplace, and the opportunity to share thought leadership content on Forbes.com. For more information about Forbes Agency Council, visit <https://forbesagencycouncil.com/>. To learn more about Forbes Councils, visit [forbescouncils.com](http://forbescouncils.com).

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