



ZEBRA STRATEGIES RECOGNIZED AS NMSDC SUPPLIER OF THE YEAR

Denene Rodney and Zebra Strategies, Inc. Recognized as New York & New Jersey National Minority Supplier Development Council Class II Supplier of the Year 2018

NEW YORK, NY, UNITED STATES, December 19, 2018 /EINPresswire.com/ -- [Zebra Strategies, Inc.](#) is proud to announce that CEO and Founder Denene Jonielle Rodney has received The New York & New Jersey National Minority Supplier Development Council ([NMSDC](#)) Class II Supplier of The Year Award.

Zebra Strategies was formally recognized at the [NY & NJ NMSDC Annual Partnership Awards Gala](#) on November 1st, 2018 at New York Marriott Marquis, NYC.

NMSDC is a not-for-profit organization that acts as a vital link between major corporations and minority business enterprises (MBEs). Supplier of The Year is named to four classes of member corporations which have distinguished themselves by continuously building sales, growing MBE-to-MBE purchases, and contributing to the development of community and society overall.

Denene Rodney states, "I am deeply honored to receive the Supplier of the Year award. As Founder and CEO of Zebra Strategies, an all-inclusive qualitative and quantitative market research company, I know the value that agencies such as NMSDC provide, creating a larger sense of connection to a minority and woman-owned small business."

Denene Rodney is a champion of curiosity and broadening perspectives. Zebra Strategies advocates for underrepresented and marginalized people typically overlooked in market research. It is no wonder that organizations, agencies and multimillion-dollar corporations (such as the NYC Department of Health, Saatchi & Saatchi, the NYPD, and more) continue to entrust Denene Rodney's vision of building bridges between communities and organizations, ultimately leading to the empowerment of those communities in New York City and beyond.

Zebra Strategies is an all-inclusive qualitative and quantitative market research firm that specializes in research design, focus group moderating, data collection, recruiting, and strategic planning. The makeup of the country and of the world is shifting. For 18 years, Zebra Strategies has utilized these changing demographics to identify and interpret social trends while creating culturally inclusive, sensitive, and effective strategic marketing.



Denene Rodney, CEO & Founder of Zebra Strategies, Inc, receiving the 2018 NY NJ NMSDC Class II Supplier of the Year Award

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