

Zebra Strategies Moves to Harlem

NEW YORK, NY, USA, May 31, 2023 /EINPresswire.com/ -- [Zebra Strategies](#), a leader in qualitative and quantitative market research for marginalized and underrepresented populations, announced today that they will be moving their headquarters to the Harlem neighborhood of New York City to be closer to the voices they represent. The decision to relocate was driven by a desire to better serve the brand relationships, which derive from diverse verticals spread across the country.



Zebra Moves to Harlem

"Zebra Strategies has always been committed to the voices that we help amplify. While most agencies in New York strive to be on Madison Avenue, we want to be closer to the communities we serve," said Denene Rodney, CEO of Zebra Strategies. "By moving closer to these voices, we are in a better position to overstand™ their unique life experiences and are better able to engage them on a deeper level."

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Zebra Strategies will be moving into the historic [Hotel Theresa](#), which has a unique place in American history. The Hotel Theresa is a historic landmark with a rich cultural legacy. It was built in 1913 and was purchased by Love B. Woods, a black real estate developer, in 1940. The hotel quickly became a hub for the black community and attracted notable guests like Duke Ellington, Lena Horne, and Muhammad Ali. It was, and is, the center of political and cultural activity in Harlem.

The move is expected to be completed in June of 2023. The new headquarters will help facilitate and support the company's growth and innovation.

"We are excited about this new chapter in our company's history," said Denene Rodney. "We can continue to provide solutions that make a positive impact on people's lives."

About Zebra Strategies:

Zebra Strategies is a qualitative and quantitative research design firm, focusing on hard-to-engage populations and targets. With its high-touch CEO, Denene Jonielle Rodney at the helm, the company has worked with hundreds of companies across various industries: consumer products, B2B, pharma, technology, public health, financial services, nonprofits, foundations, government agencies, and varying aspects of healthcare. Strategies is known for its inventive recruitment and engagement strategies, engaging marginalized populations with comfortability for candor and dignity. All with the aim of engaging perspectives of differing cultures, ethnicities, and socioeconomic backgrounds.

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