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**Pamela McGrath Joins Intellitrends As Research Analyst**

**Clarkston, Mich.** February 9, 2012 – Intellitrends, LLC, a market research and market strategy company, is proud to announce that Pamela McGrath joined the firm as a Research Analyst. Pam brings a varied background and energy that is appreciated as Intellitrends continues to add clients and works to be highly responsive and provide the maximum best quality services for valued clients. Pam most recently held positions at Common Room Networks in brand development, research and marketing. “We are excited to add to our team a person of the qualities and enthusiasm that Pam brings,” say Marlene Stone, President.

Our continued growth and demand for world-class research and strategic consulting requires us to bring on board the best talents available. “With the addition of Pam, we can focus on prospective clients, build even stronger relationships and provide services beyond expectations,” says Keith Stone, Executive Vice President, Intellitrends, LLC.

Pam is a graduate of the University of Michigan-Flint with a BA in Professional Communications, and Entrepreneurship. Pam received many honors while attending U of M, including Golden Key International Honor Society and Innovation Incubator Business award.

**About Intellitrends** — Marlene Stone founded Intellitrends, LLC in 1989. Intellitrends is a full service market vision company providing customer research and intelligence studies, customer and employee satisfaction studies, WIN/LOSS reviews to enable companies to establish a benchmark of best sales practices to help them win more business, and focus group and mock trial programs. Intellitrends’ basic philosophy is each resulting research project should not become “desk ware.” They have the depth and understanding to provide information that is actionable and measurable.

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