

# Tara Jethwani Named Vice President, Client Operations at Lightspeed Research

Basking Ridge, N.J. (July 7, 2009) -- Tara Jethwani, Ph.D., has been named Vice President, Client Operations of Lightspeed Research in the Americas.

In her new role Tara Jethwani will be responsible for all of the functions involved in project execution. This includes managing Lightspeed Research's Client Operations staff, ensuring adherence to Lightspeed Research's quality standards, designing and implementing process improvements, and providing high-quality services and deliverables to clients.

Most recently, Dr. Jethwani held the position of Client Operations Director where she managed an operations team responsible for a substantial number of Lightspeed's clients. Additionally, she has contributed to several of Lightspeed's strategic initiatives including online data quality and operational best practices. Dr. Jethwani joined Lightspeed Research in 2004 as a Senior Project Director, during which time she focused on building strong client relationships and executing various types of research.

Dr. Jethwani's extensive research and project management experience also includes positions at GfK, NOP as Research Director, and at Princeton Survey Research Associates as Project Director. Tara Jethwani holds an M.A. and Ph.D. in Sociology, with a focus on research methods and social issues.

Tara Jethwani will report to Christopher Urinyi, CEO, The Americas and will be based in Lightspeed Research's Basking Ridge office. She has also been named to Lightspeed Research's Leadership Team in The Americas.

"Tara's solid understanding of online market research and strong leadership will provide the high level of service expected by our clients," said Mr. Urinyi. "This appointment further highlights the strength and commitment of our company to being a leader in quality online market research solutions."

## Press Inquiries

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## About Lightspeed Research

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable data to help businesses make informed decisions. From recruitment, to activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target

audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

Lightspeed Research is part of Kantar, the information, insight and consultancy division of WPP, one of the world's leading communications services companies. For more information, please visit [www.lightspeedresearch.com](http://www.lightspeedresearch.com) or send an email to [info@lightspeedresearch.com](mailto:info@lightspeedresearch.com).