



CONNECTING RESEARCHERS WITH PEOPLE

## Press Release – 2nd February 2010

### **Sandy Casey heads up Cint's global panel operations and recruitment**

Sandy Casey has decided to leave her role as VP of Global Supply Development at Toluna to head up Cint's global panel operations and recruitment. She will be based in California, and will focus on continuing to build validated supply through Cint's CPX publisher panel platform. Her initial focus will be extending the Cint inventory in the North American market, moving into highly specialized markets and hard to reach global regions.

Sandy has extensive experience in the market research industry; having spent over six years successfully building quality supply relationships on a global basis. Her successes have included development of over 100 niche market panels, B2B market growth and the development of over 300 research partners globally.

Sandy: "I have a great passion for building quality supply for the research industry and saw Cint as one of the few companies truly being innovative in achieving what I think is key to the success of online research for years to come. Cint has executed on a vision that will allow researchers the opportunity to have full transparency into the sample framework and the freedom to choose which sample is right for their work. A lot of great things are about to come from Cint and I'm so grateful I can be a part of it."

Lindsay Veling, acting MD for Cint' USA Inc, comments: "We are extremely happy to have Sandy on the team, as she brings with her a wealth of experience not only in the online market research space, but also in her ability to build partnerships and niche panels for hard to reach groups. Sandy's knowledge of online panels and understanding of market researchers' needs will be an asset to Cint and will help drive Cint's innovation to the next level."

#### **About Cint**

Cint is a software company that produces and sells market leading, innovative online research products for businesses and organizations involved in market research. The company specializes in SaaS, web-based software offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA.

Cint's rapid growth is due to Cint Panel Exchange which was launched in 2004. The platform is the only open marketplace for conducting online research where panel owners and sample buyers can buy and sell access to 10,000's of individuals every day. All users of the platform work in a controlled environment for conducting high quality online research that often exceeds industry

guidelines. Today you can access over 2,5 million panelists in more than 35 countries direct from your computer.

The company has an extensive list of clients and partners spanning most of the large market research groups, the main panel providers, media and web-based companies, branding, PR and advertising agencies, plus medium and small market research agencies, and other software companies that provide services to the market research industry.

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Sweden (HQ), North America (Atlanta, Toronto), UK, Russia, Germany, Spain and Denmark

**Main products:**

Cint Sample Access  
Cint Automated Tracker  
Cint Panel Manager

**Cint Panel Exchange**

Access to over 2,5 million panelists in more than 35 countries