



Market research industry veterans Nicola Harte, Scott Kressner, and Soumya Roy, Ph.D. are delighted to announce the launch of their new healthcare-focused insights agency, Integro.

Each with 20+ years of experience in healthcare insights, strategy and business leadership, Harte, Kressner, and Roy will be driving a full-service agency dedicated to uncovering authentic human understanding and predicting customer behaviors to inform client strategies and drive business growth.

Integro will focus on four core areas – exploring deeper emotions, explaining behavioral change, providing actionability from research, and delivering fast and agile solutions – all by using a range of innovative qualitative and quantitative approaches rooted in the latest behavioral economics, psychology, communication, and marketing theories.

The Integro team brings together an impressive group of expert moderators, scientists, consultants, and quantitative specialists with dozens of years of experience in sophisticated healthcare market research. The Integro team brings a shared dedication for generating valuable and transformative insights designed to pivot client brands toward greater business success and are committed to serving as a trusted advisor on every client engagement.

Furthermore, Integro is proud to be a LGBTQ certified diverse business founded on core values of ensuring diversity (of voices), empathy (for employees, clients, and clients' customers), passion (for problem solving), and integrity (in its organizational commitment).

Harte, Kressner, and Roy previously held senior leadership positions at Hall & Partners, an Omnicom company, and most recently started the global health division at Basis.

www.thinkintegro.com

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