



# WELCOME KRISTIE

Integro Health announces the expansion of its Behavioral Sciences practice with Kristie Boland as Head to address its rapidly growing client needs in the behavioral science space and to continue to deliver excellence with a highly senior team across all projects for all clients.

Kristie is a seasoned market researcher with 17 years' experience in industry. An applied psychologist and behavioral scientist, Kristie champions the integration of multidisciplinary techniques (cognitive ergonomics, behavioral economics, analogical theorizing) in design and analytics as a means for better understanding the human experience. A strategic thought partner and esteemed knowledge broker, Kristie unearths insights that inspire teams to think differently about their brands and business decisions, challenging boundaries, and bias for action, applying expertise to facilitate a clear path from insight to intervention. Most recently Kristie has held senior roles at Healogix, Beesy Strategy, and Biovid.

Upon joining Integro, Kristie says, "I am thrilled to join the Integro team and believe that my expertise in Behavioral Science will add to Integro's mission of uncovering authentic human insights and facilitating our clients in developing tactical solutions to strengthen their brand value and foster meaningful behavior change."

Integro Founding Partners Nicola Harte, Scott Kressner and Soumya Roy, Ph.D. say "as we continue to see rapid growth in our business, we feel that Kristie brings the right kind of skill set and mindset to help accelerate our expansion while ensuring that we continue to provide differentiated solutions to our client business challenges."