

## Global Marketing and Sensory Research Company Announces Two Senior Vice Presidents to Lead Innovation Practice

**Montgomeryville, PA—/PR Newswire/**—Frances Grubb, President J. Reckner Associates, Inc. (JRA), parent company of the Institute for Sensory Research, announced today the addition of two Senior Vice Presidents who will be leading the development of JRA's global sensory and market research practices.

**Cindy Ward, Ph.D.**, joins JRA with a wealth of experience in developing sensory and consumer research programs, leading global technical teams and forming strategic cross-functional partnerships. Previously, Dr. Ward was the Global Head of Sensory Science at Givaudan Flavors where she built a technically advanced sensory and consumer research team composed of 45 scientists across 11 countries. She was recognized throughout the community for providing innovative solutions to product development and research challenges. She has spoken at numerous conferences and short courses as well as authored over 30 publications. Dr. Ward is past Chair of the Sensory Evaluation Division of the Institute of Food Technologists and an ASTM member. She received her Ph.D. in Sensory Science and Product Development from the University of Georgia Food Science Department and BS and MS in Food Science from the University of Delaware.

**Steven M. Aukers, Ph.D.**, comes to JRA from TNS where he held a number of leadership roles, most notably as the head of Strategic Planning reporting to the CEO. Dr. Steven M. Aukers brings the perspective of linking marketing research and marketing to improve business decision-making. His areas of expertise are consumer behavior, decision-making, and marketing. Prior to joining TNS, Dr. Aukers was head of Marketing Research and Strategic Intelligence for DHL Worldwide Express (Deutsche Post World Net), a Professor of Recreation, Park and Tourism Sciences at Texas A & M University, the Executive Director for a non-profit health care corporation and Assistant Director for an institute at Indiana University. He has a Ph.D. in Human Performance from Indiana University with emphasis work in Marketing. Steve also has an M.S. and a B.A. from Indiana University.

Dr. Ward and Dr. Aukers will work together to lead the industry in building the bridge between sensory, consumer and market research sciences to enable break-through innovation.

Additionally, Beth Logan has joined JRA as an Account Director. Beth brings seventeen years of food industry experience from Kraft

Photo: Cindy Ward



Photo: Steve Aukers



Foods. She is a strategic problem solver with expertise in health and wellness. Beth has broad experience having worked in marketing research, sensory research, product development and nutrition/regulatory. Beth has a M.P.H. from New York Medical College and a B.A. from the University of California at Santa Cruz.

JRA is a leading market and sensory research corporation headquartered in Montgomeryville, PA a Philadelphia suburb and with offices in White Plains, NY; Mount Laurel, NJ; Philadelphia, PA; Exton, PA; Milwaukee, WI; Dallas, TX; and Normandy, France. They consult with consumer product manufacturers in the areas of marketing and product development. JRA ranks in the top 30 out of 2000 market research companies by volume. The company employs over 250 including marketing, market research, sensory and IT professionals. Committed to being “thinking partners” for clients has resulted in 85% of volume being generated by repeat business.

Dr. Aukers and Dr. Ward are available for interviews by contacting Kristen Robeson, Marketing Manager at 215-822-6220 or [krobeson@reckner.com](mailto:krobeson@reckner.com).

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