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**FOR IMMEDIATE RELEASE: 29 August 2007**

**InterMedia strengthens its global analytical and research expertise**

**WASHINGTON, D.C.** – InterMedia, a Washington, D.C.-based research, evaluation and consulting organization, has expanded its talented team of professionals, enhancing its position as a leading one-stop source for media and communications analysis and data from the developing world.

“These new appointments will help InterMedia meet a growing demand for its services, particularly in the areas of media and strategic communications research, evaluation and consulting for public and private organizations,” says Dr. Mark Rhodes, InterMedia’s president. “Our clients rely on InterMedia for insightful analysis and advice, and we are continually working to enhance this capacity in terms of the range and level of services we can offer.”

The newest members of the InterMedia team join a roster of more than 30 global research and evaluation professionals. They include eight talented individuals, all of whom have earned advanced degrees from some of the world’s most prestigious programs, at universities including the London School of Economics, Cornell, University of Michigan and the University of Sussex.

**Nadra Garas** is InterMedia’s Quantitative Research Director and head of the in-house Research and Analysis Unit. She has an extensive background in survey methodology and design, including for development organizations. Prior to joining InterMedia, Nadra spent five years at Development Associates managing complex research and evaluation projects for USAID, the IRS and the U.S. Census Bureau. Before that, she spent five years at the Survey Research Center of the University of Maryland. She has an MPA from the American University in Cairo, and is currently a Ph.D. candidate at American University’s School of Public Affairs.

Heading up InterMedia’s newly established Global Unit, **Denise O’Reilly** also serves as the company’s Qualitative Research Director. Denise has more than 14 years’ industry research and consulting experience and served as project director on InterMedia’s multi-country strategic research project for the BBC. Previously, she held senior positions with market research firms Millward Brown and Diageo Ireland, managing complex strategic planning for telecoms and media, helping to increase brand awareness. Her educational background includes a degree in marketing as well as advanced diplomas in international trade and marketing, and law.

**Greta Uehling** brings to InterMedia’s Eurasia team 10 years’ experience managing and conducting research and evaluation on the former Soviet states. Most recently she was with the Evaluation and Policy Analysis Unit of the United Nations refugee agency, UNHCR, where she managed complex international research projects. Greta’s research consultancy portfolio covers

topics including the first Ukrainian census, refugees from Chechnya in Russia and asylum seekers in Europe. As a consultant, she has served government (the U.S. Embassy in Uzbekistan), development agencies (USAID), and research institutes such as the European Centre for Minority Issues. She received her Ph.D. in cultural anthropology from the University of Michigan.

Joining the Eurasian and Southeastern Europe teams are **Lyuda Andriyevska** and **Sonja Gloeckle**. Prior to conducting place-branding research and online studies for several international companies, Lyuda, who holds a MPA in policy analysis from Indiana University, worked on international development projects with USAID and USIA. Sonja joined InterMedia following her work in the areas of social responsibility and homeland security in several developing and transitional countries. She holds a Master's in Politics and Communication from the London School of Economics; her focus was the interconnection of media, politics and public diplomacy.

**Lynn Lee** joins the Asia team after earning her Ph.D. in Development Studies from Sussex University in England. She oversaw poverty reduction and re-building social institutions programs in Cambodia, and worked on evaluating socio-economic programs throughout Central Asia. Her research areas also include sustainable livelihood strategies, project/program planning and needs assessment. **Raul Roman** joins the Asia team after more than a decade of experience as a research and strategy consultant in communication and international development programs in South Asia, Latin America and Africa, for a range of organizations that include UNESCO, USAID, Rockefeller Foundation, the government of Taiwan, Microsoft and Intel. His work has focused on the design of communication strategies and innovative uses of communication technologies for development goals across a wide range of practice areas. Raul earned both a Master's and Ph.D. in Communication and International Development from Cornell University.

**Dunia Andary** joins InterMedia's Middle East and North Africa team having worked as a consultant and co-coordinator for the Program for the Reconstruction and Redevelopment of South Lebanon. She is a doctoral candidate in American Politics and International Relations at Texas A&M University, where her dissertation focuses on the effects of media and elite discourse on foreign policy public opinion in the United States.

"Our staff is our most important asset," says Ambassador Richard Carlson, chair of InterMedia's board of directors, "and these appointments reflect an ongoing commitment to having in place people with the highest technical skills—the foundation of InterMedia's research-based offering to clients. Each of these professionals brings exceptional qualifications to our team, and will be in a position to advise current and potential clients for years to come."

**InterMedia** is a leading international media research, public opinion, evaluation and consulting organization creatively equipping clients to understand their audiences, gauge their effectiveness and target their communications in transitional and developing societies worldwide. Based in Washington, D.C., and active year-round in more than 60 countries, InterMedia helps clients understand complex issues in challenging research environments. The company's strengths include its people—area experts skilled in scientifically-based research and focused on client solutions—its vast global network of local research partners and contacts and its rich data archive of more than 600 media and opinion surveys carried out over the past 15 years.

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**For more information about InterMedia, contact Alex Wooley, InterMedia's director of communications and development, at 202-434-9332, or at [wooleya@intermedia.org](mailto:wooleya@intermedia.org).**