



CONTACT:

Alex Wooley, Vice President of Communications

InterMedia

202.434.9332

wooleya@intermedia.org

www.intermedia.org

FOR IMMEDIATE RELEASE: 14 October 2009

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 from the developing world.

Several new team members will lend their expertise to InterMedia’s latest initiative: a qualitative and quantitative research program, supported initially by a \$1.29 million two-year grant from the Bill & Melinda Gates Foundation, aimed at improving development project success rates through more effective communication to the general public, as well as to policymakers, in the developing world.

Doing double duty as a project manager for Africa and as an analyst of data conducted for the Gates Foundation-supported research program, **Hannah Bowen**’s wide ranging experience includes serving as a U.S. Peace Corps Volunteer in Ghana and working on Monitoring & Evaluation at the World Food Programme’s country office in Guinea-Bissau. She received an M.P.A. in International Development from Harvard University’s Kennedy School of Government in 2009, and holds a B.A. in Political Science from Yale University.

Nathaniel Kretchun, the newest project manager for InterMedia’s East Asia team, previously worked on HIV/AIDS issues and NGO development with the Grassroots China Initiative at Johns Hopkins SAIS, from which he also earned Master’s degrees in international economics and China/Korea studies. Fluent in Korean and Mandarin, he will head up research projects in East and Southeast Asia.

Myriam Benlamlh has joined InterMedia’s Middle East and North Africa team, also as a project manager, and her focus will be on Afghanistan and Iran. Before joining InterMedia, Myriam lead consumer and marketing research at Procter & Gamble, Morocco, pioneering several techniques

for conducting research among illiterate and rural populations, and putting in place important media tracking studies in both Morocco and Algeria. Myriam holds a double Master's degree in Global Media and Communications from the London School of Economics and the Annenberg School for Communication at USC. Also on board in the Washington, D.C., office: **Tijana Milosevic**, InterMedia's new intern working on project management tasks for the southeastern Europe and Latin America team. She trained with the BBC World Serbian Service in London and has just completed her M.A. studies in media and public affairs at George Washington University.

Finally, joining the team at InterMedia UK, is **Klara Debeljak**, who is working as a project manager across regional teams. Previously, she headed up the Sonar team at Echo Research in the UK, where she managed media research projects for clients from the corporate and government sectors and academic sphere. She spent several years in South Africa, designing and managing quantitative research projects for clients from the financial services industry, as well as advising on communication strategies and reputation management.

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 nearly 700 media and opinion surveys carried out over the past 14 years.

-30-

For more information about InterMedia, contact Alex Wooley, InterMedia's vice president of communications and development, at 202-434-9332, or at wooleya@intermedia.org.