
Harris Interactive Hires Amy Emmatty as Vice President of Financial Services Research

Rochester, N. Y. – January 22, 2009 – Harris Interactive today announced the appointment of Amy Emmatty as Vice President of [Financial Services Research](#). Emmatty has over fifteen years of experience in financial markets research. She will report to Peggy Lebenon, Senior Vice President, Financial Services Research.

In her new role, Emmatty will be responsible for building and broadening senior level consultative relationships with clients through her keen understanding of critical client issues, culminating in the delivery of insightful and actionable market research.

Emmatty comes to Harris Interactive from Freddie Mac, a player in the home mortgage industry, where she led a corporate team conducting market research on a variety of initiatives from customer satisfaction and corporate reputation, to foreclosure avoidance and multicultural financial dreams. Prior to that she was a Research Director at Quality Strategies in Vienna, Virginia where she concentrated on telecommunications and the impact of deregulation on the market.

“We are very pleased at having Amy join our team here at Harris Interactive,” stated Peggy Lebenon, Senior Vice President of Financial Services. Lebenon goes on to say that, “Amy understands what our clients are looking for in today’s tough financial environment. Our clients will be pleased with her track record and her enthusiasm for business challenges.”

Emmatty holds an M.A. in Applied Demography from Georgetown University, and a B.A. in Sociology from Bowling Green State University.

Emmatty will reside in Reston, Virginia.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

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