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### Suzy Hires CMO

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*May 17 2021*

NYC-based real-time MR company Suzy has appointed Katrina Engelman as Chief Marketing Officer, responsible for building out the marketing function, driving marketing strategy and continuing to grow the brand.

Suzy was founded in 2017 by current CEO Matt Briton, and combines advanced survey and project management tools with its own audience of consumers to offer rapid turnaround research. To date, the firm has raised more than \$46m in venture capital, including \$12m in a Series C round in February last year. In the last seven months the fast-growing company has launched a qualitative research platform called Suzy Live for video-based consumer interviews and an audience-powered research solution called Suzy Solutions, and taken on senior staff from Kantar and Nielsen.



Engelman (pictured) is an experienced marketer with more than a decade of experience: she joins from GLG (Gerson Lehrman Group) where she was VP Global Head of Brand; and earlier she led client teams at creative advertising agencies including BBH New York and RAPP, and at San Francisco firm Swirl.

Britton comments: 'Katrina is a marketing powerhouse and brand and demand building expert. We're thrilled to have her as a leader on our rapidly expanding team. Katrina will be integral in helping us as an organization create a truly diverse, equitable and inclusive culture built on the value of our core mission, where people come first'.

Web site: [www.suzy.com](http://www.suzy.com) .

All articles 2006-22 written and edited by Mel Crowther and/or Nick Thomas unless otherwise stated.

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