

**FOR IMMEDIATE RELEASE**

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**Radio Industry Expert Nikki Ramirez Joins Research Director, Inc.  
to Lead Sales & Business Development**

**Annapolis, MD**, April 4, 2023 — Research Director, Inc., *The Ratings Experts*, is pleased to announce the strategic hire of radio veteran Nikki Ramirez as Sales & Business Development Lead. In this new position, Nikki will accelerate radio stations' awareness of Research Director's powerful [Programming & Ratings Toolbox](#), designed to provide a deeper understanding of market performance immediately after Nielsen's data release. By giving stations a clearer picture of the "what," "who," and "where" of their audience as well as key competitors, Research Director's [Programming & Ratings Toolbox](#) provides rapid access to a 360-degree market view to expedite programming decisions in real-time.

"We're excited to leverage Nikki's extensive radio industry knowledge and experience, both on-air and behind-the-scenes, to fuel our growth in helping radio stations across the U.S. maximize the value of data to improve both their ratings and their revenue," said Marc Greenspan, CEO. "She joins our team at a pivotal time as we look to showcase our unique ability to help clients improve their programming effectiveness and sales success."

"I am so happy to join Research Director and look forward to building long-term, value-driven relationships with radio stations. I believe in the company's mission of providing strategic guidance and powerful tools that allow radio stations to identify key opportunities to thrive on a higher level," said Nikki.

As a graduate of the Art Institute of Fort Lauderdale, Nikki has been in radio and TV for over 20 years. She has worked for Star 94 and Q100 in Atlanta, and Y100, 99Jamz, 97.3 The Coast, CBS 4 TV, VH1's True Spin National Television show, Power 96, HITS 97.3, and WLRN NPR in Miami.

**About Research Director, Inc. — The Ratings Experts**

At Research Director, we don't just deliver data. We enable radio stations across the U.S. to grow their ratings and revenue using a unique combination of proprietary analysis tools and consulting services.

Our expert team of sales and programming consultants works closely with our clients to provide strategic guidance and powerful tools that laser focus on increasing sales, providing a better understanding of ratings changes, and identifying opportunities for ratings growth. The result enables radio stations to make more confident programming decisions, compete on the same level with larger groups, and become a marketing resource to their clients, all while saving valuable time and resources. Visit [www.ResearchDirectorInc.com](http://www.ResearchDirectorInc.com) to learn more.

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