

**FOR IMMEDIATE RELEASE**

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**Nicole Somerville Is Promoted to Chief Operating Officer**

**Annapolis, MD**, February 1, 2024 — Research Director, Inc., The Ratings Experts, is excited to announce the promotion of Nicole Somerville to Chief Operating Officer.

Nicole joined the company in July of 1998 and has held several prominent positions over the past 25+ years. In 2022, Nicole began her role as Data and Production Manager where she oversaw the process of transforming raw data into specific, actionable client deliverables. Prior to assuming her management responsibilities, she assisted clients by delivering consultations, trainings, and impactful sales presentations that reinforced their competitive strengths.

Nicole notes her goal as RDI's newly appointed COO is to create win-win outcomes and go beyond to form lasting partnerships. For her team, she aims to cultivate an environment that breeds collaboration, innovation, respect, trust, and transparency. "What I love the most about RDI is that we deliver more than just reports and one-sheet materials," Nicole shares. "We give our clients an outstanding experience by providing them with sales solutions and consultative services to aid them in overcoming advertiser objections that result in successful ROI."

CEO Marc Greenspan adds, "I am so proud to announce Nicole's appointment as COO of Research Director, Inc. Nicole started with us in a production role and has worked her way up through our company to earn this promotion. She understands our clients and their needs. More importantly, she knows the effort it takes to meet those needs. Her client service ethic will enable us to continue to provide a best-in-class service to our clients."

Nicole looks forward to showcasing the innovations RDI has been putting into place and is excited to take RDI's expertise to new clients.

**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 time and resources. Visit [www.ResearchDirectorInc.com](http://www.ResearchDirectorInc.com) to learn more.

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