



For Immediate Release

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MSPA Americas Announces 2021 Board of Directors

Customer Experience Trade Association Welcomes Four New Directors

Orlando, FL (January 6, 2021) – MSPA Americas, the trade association representing the customer experience measurement and merchandising industries, has announced the composition of its 2021 Board of Directors.

The members of the 2021 MSPA Americas Board of Directors are:

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| President | Sam Hersey | The Consumer Insight / T-ROC |
| Vice President | Jane Edwards | Grove Partnerships |
| Immediate Past President | Charles Stiles | Business Evaluation Services |
| Treasurer | Stan Hart | Alta 360 |
| Secretary | Elaine Buxton | Confero |
| Member at Large | Jason Bare | Bare International |
| Member at Large | Vicki Dempsey | Jancyn |
| Member at Large | Steve Heintzelman* | Alta 360 |
| Member at Large | Gregg Morrison* | TouchPoint360 |
| Member at Large | Doug Rector* | Northwest Loss Prevention Consultants |
| Member at Large | Eileen Wirz* | CXE, Inc. |
| Governor | Rich Bradley | CX Orlando Research & Revenue Architects |

**New Board Member*

“We have an outstanding mix of industry professionals representing multiple facets of our members’ businesses,” said MSPA Americas President Sam Hersey. “We have an aggressive agenda for 2021. I am fortunate to be supported by this great group of executives in pursuit of fulfilling these goals for the benefit of our members.”

For more information or sponsorship opportunities, please contact MSPA Americas at (407) 919-MSPA (6772) or via inquiries@mspa-americas.org.

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MSPA Americas connects and supports businesses which measure, quantify, aggregate, interpret, and re-define customer experience through varied research and merchandising methodologies. Widely recognized as the leader in customer experience measurement, management, and training, MSPA Americas provides essential support to its members, and promotes the benefits and services of its diverse companies to enhance the industries they serve.