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The logo for SampleCon, featuring the word "SAMPLECON" in white, uppercase, sans-serif font centered within a solid orange rectangular background.

FOR IMMEDIATE RELEASE

SampleCon Announces New Board Leadership

June 4, 2018 – SampleCon (www.samplecon.com), the premier industry conference and community dedicated to market research sampling, announced today Sima Vasa as Chairman and Rob Berger as Vice Chair of its Board of Directors. Sima Vasa is the Chief Evangelist Officer and Founder of Paradigm Sample. Rob Berger is Managing Director of Maru/Blue.

“It is an honor to lead SampleCon in the next stage of its evolution,” said Sima Vasa, Chairman of the SampleCon Board of Directors. “SampleCon has built a reputation for facilitating cross-industry dialogue and change through our work with the sample community and in partnership with industry associations and initiatives. As an industry, we have an opportunity to work together to ensure we thrive and grow during these ever-changing times.”

Sima succeeds Patrick Comer, CEO and Founder of Lucid as Chairman of the Board of Directors. Additional SampleCon Board Directors for 2018/2019 include Cint, Ipsos, Lucid, and Prodege.

Rob Berger, Vice Chair of the SampleCon Board of Directors, added “The sample industry is at an important juncture in its history - SampleCon continues to help guide the conversations that are driving the industry forward and provide an open platform for information sharing. I look forward to partnering with industry leadership around the globe as we explore how to successfully navigate the the sample marketplace.”

SampleCon 2019 dates and locations will be announced this summer. To learn more about SampleCon and get involved, please visit www.samplecon.com.

About SampleCon

Launched in 2013, SampleCon was formed with the goal of creating an open forum for discussion of the global topics facing the sample industry. Since its inception, SampleCon has maintained a unique ability to attract industry players from organizations across all facets of the sample space to explore the future of sampling in a gloves-off environment. SampleCon remains focused on facilitating conversation around the pressing topics facing the sample industry today.

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