



Cynopsis: Kids!

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EXECUTIVE MOVES

Insight Research Groups appoints two new directors, and promotes four of its own.

- **Steve Becker** and **James Streit** are named as new Directors. Becker joins Insight from Hall and Partners, where he most recently served as Research Director. Streit was most recently Director/Strategic Planning, ML Rogers.
- **Sarah Chumsky** is promoted to **Director/Insight Kids**. Chumsky joined Insight in 2005, and before that was a freelance writer/producer and kids' media consultant. She has also served as head writer and technology and education producer at Oxygen and as International Producer at Nickelodeon's Blue's Clues.
- **David Dyte** is named **Director/Quantitative Analytics**. A mathematician, Dyte was Sr. Quantitative Manager, and previously worked in advertising, including nine years with Brand Consulting Group at Young and Rubicam, as well as in sports and media.
- **Sarah McLoughlin** is upped to **Associate Director**. McLoughlin, who joined Insight in 2004 as Research Associate, focuses in much of her efforts on media and fashion.
- **Supriya Sanyal** is also named **Director**. A specialist in quantitative research, she joined the company in 2000 and focuses on design and analysis of data-driven surveys, and is known as the company's pop culture guru.