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RICK SANDLER JOINS KNIGHT MARKETING

Venice, Florida, January 4, 2011---Rick Sandler, a veteran marketer who has worked with major brands and accounts for more than 30 years, has recently joined Knight Marketing as Director of Research and Business Development. Knight Marketing is a national marketing and communications agency that works exclusively in the health care, hospice, medical and biopharmaceutical industries.

Sandler's career has always been focused on market research and business development, including time with D'Arcy Masius Benton & Bowles in New York and then as a partner at Boston-based Houston, Effler & Partners. He subsequently became Director of Research and Strategic Planning at Hill Holliday—one of the country's leading marketing agencies—where he also served as Director of Business Development. He later launched his own market research firm, The Insight Group, which he continues to operate.

With deep health care experience, Sandler has worked with organizations including Blue Cross of Massachusetts, Virginia and Maine, as well as Lahey Clinic, the Institute for Health Care Advancement, Dana Farber Cancer Institute and Pilgrim Health Care. He has also collaborated with Knight Marketing on projects for the Cleveland Clinic and Southeast Georgia Health System.

At Knight Marketing, Sandler will lead all market research projects using traditional and non-traditional methodologies to gain insight that can help the company's clients make informed decisions. He will also work to acquire new business for the agency, which includes identifying appropriate prospects and performing the work necessary to understand their businesses and make effective proposals.

Sandler has served as an Adjunct Professor of Market Research at Boston University and has taught at Bentley College, Suffolk University and the Arthur D. Little Management Education Institute.

Knight Marketing is based in Venice, FL, and is owned by Tracy Knight. Learn more at www.knightmarketing.com.
