



## Zanthus Promotes Five Staff to Partner Positions

Portland, OR USA (May 11, 2011)

Zanthus is pleased to announce the promotion of five staff members to Partner positions. The new Partners include: senior research consultants **Amanda Durkee**, **Sarah Marin**, **Doug Wicks**, and **Carole Wiedmeyer**; and **Sarah Kyle**, Director of Operations and Human Resources.

The five Partners join **Michael Lehman**, Senior Partner and President, as part of the Zanthus senior management team. Each individual shares in ownership and strategic guidance of the company.

Each partner acts as a trusted advisor to our clients, in his or her own special way.



**Amanda Durkee** – soaks up information and quickly spins it into insight. She's a very bright and extremely good-natured "connector" (think Malcolm Gladwell's Tipping Point), who is superb at developing collaborative relationships with our clients. Amanda currently leads our Social Media+Research and Qualitative Research initiatives, and engages in business development. [View Online Bio](#)



**Sarah Marin** – is the epitome of being top of things. Nothing escapes Sarah's grasp given her blend of research skills, proactive project management style and clear communication. Clients rest easy when their project is handled by Sarah because she thinks through details from start to finish in lightning-fast fashion. Sarah currently leads our Consulting Relationships and our Research Reporting best practices initiatives. [View Online Bio](#)



**Doug Wicks** – known as the fixer, Doug jumps right into an engagement with complex issues, digs quickly for context and key decisions, then offers the head-slapping "that's it!" solution. He pushes for the most effective method, while remaining attentive to pragmatic concerns. Doug currently leads several Quantitative Methods initiatives (and he's well versed in qual, too). [View Online Bio](#)



**Carole Wiedmeyer** – you've heard "inquiring minds want to know?" Well, they're talking about Carole. She constantly searches for trends while drawing out the underlying implications. Carole brings out the best in clients and colleagues given her knack for getting to the heart of the matter quickly, and for making collaboration enjoyable. Carole currently leads our Data Quality best practices initiative and engages in business development. [View Online Bio](#)



**Sarah Kyle** – provides the essential glue that holds our creative enterprise together. She embodies the team spirit of Zanthus, cultivating a highly cohesive and effective bond between our research consultants and operations staff. Sarah manages initiatives around staff training and operational best practices, with her infectious good nature in ready supply. [View Online Bio](#)

Lehman is enthusiastic about what lies ahead in Zanthus' second decade, noting, "Our Partners bring forth exceptional consulting skills, a gift for collaboration, and, yes, a fine appreciation of the fun factor. Their leadership and proven talent will help us guide the company to continued success."

### **About Zanthus**

Zanthus is a leading provider of technology-related market research and consulting, located in Portland, Oregon. The firm's blend of superior consulting and exceptional execution allows clients to gain insights and take action, with confidence.

For more information, visit [www.zanthus.com](http://www.zanthus.com)

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