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Press Release

Information Alliance Inc. and Ironwood Insights Group Join Forces

Chandler, AZ Feb 19, 2018: Information Alliance, Inc. has joined forces with Ironwood Insights Group, LLC. The new organization will operate as Ironwood Insights Group under the leadership of Ironwood CEO, Brad Larson. The merger brings together two organizations made up of a diverse group of professionals with a wide variety of skills and who have been recognized leaders in the research industry for many years. By joining forces, the two firms will enhance their service offerings and provide a stronger platform for future growth.

Ironwood Insights was founded in March of 2017 with the purpose of serving the marketing research community with the best products and services available. Information Alliance has been providing high-quality telephone and web data collection for over 15 years. According to former Information Alliance President, Steve Larson, "This merger will give IA an opportunity to expand our services and provide better quality data collection to our existing clients. We are excited for this new opportunity."

Ironwood Insights will provide telephone data collection from their call center in Richfield, UT. The management and operation of this call center will be made up of a combination of Ironwood Insights and Information Alliance employees. This call center will provide Ironwood Insights enhanced consumer and B2B telephone data collection capabilities, while also enhancing their current mixed methodology data collection services.

Ironwood Insights provides a wide array of qualitative and quantitative research services, including questionnaire design, focus groups, online bulletin boards, online focus groups, telephone interviewing, online/web interviewing, online sample services, data processing, tabulations, data analytics and reporting.

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For Immediate Release