



FOR IMMEDIATE RELEASE

Unparalleled Market Research Solutions Launches to Impact the Market Research Industry

Founders Kristina Schuenke, Liana Wood, and Maureen Yaconis Lead the Way with Innovation and Expertise

July 1, 2024 – Unparalleled Market Research Solutions (Unparalleled MRS) proudly announces its official launch, bringing a fresh, innovative approach to the market research industry, initially focusing on recruitment and specializing in qualitative research. Founded by a dynamic team of experienced female entrepreneurs, Kristina Schuenke, Liana Wood, and Maureen Yaconis, Unparalleled MRS is set to redefine the standards of market research beginning with recruitment.

A Unique Blend of Expertise

Unparalleled MRS stands out with its unique blend of expertise and a shared vision to exceed industry standards. Kristina Schuenke brings over 20 years of experience in financial management and strategic leadership, Liana Wood offers over a decade of expertise in market research and project management, and Maureen Yaconis contributes over 15 years of experience in event/project management and leadership. Together, they form a powerhouse team dedicated to driving impactful change in the market research landscape.

Innovative Recruitment and Screening Processes

At the core of Unparalleled MRS is its innovative participant recruitment and screening process. The company utilizes a mix of an organically grown panel and custom outreach through social media targeting to recruit participants. A rigorous two-part screening process ensures that only the most qualified respondents are selected. This meticulous approach guarantees high-quality insights for clients, helping them make



informed decisions and drive progress.

Commitment to Diversity and Equity

Unparalleled MRS is committed to fostering diversity and equity across all its operations. By cultivating an engaged and high-quality panel, the company aspires to broaden public understanding of market research's significance and advocate for its integral role in societal progress. The founders believe in the power of collective insight and strive to empower individuals to share their opinions, knowing that each contribution has the potential to shape industries and influence decisions.

Client-Centric Service Offerings

Unparalleled MRS offers a range of service packages designed to streamline the market research recruitment process for clients. These packages are meticulously crafted to provide simplicity, transparency, and unparalleled value, ensuring clients receive the most relevant insights with ease. The Company's commitment to excellence is reflected in its daily updates to clients, providing detailed recruitment grids and progress reports.

Join the Journey

"We are thrilled to launch Unparalleled Market Research Solutions and bring our vision to life," said Kristina Schuenke, Co-Founder. "Our unique combination of skills and experiences lays the foundation for a truly impactful and fulfilling enterprise, benefiting our team members, participants, and clients alike."

Unparalleled MRS invites businesses and individuals to join their journey of innovation and excellence in market research. For more information and to get involved, visit:

<https://www.unparalleledmrs.com>.

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About Unparalleled Market Research Solutions:

Unparalleled Market Research Solutions (Unparalleled MRS) is a market research company founded by Kristina Schuenke, Liana Wood, and Maureen Yaconis. Committed to diversity, equity, excellence, and transparency, Unparalleled MRS provides innovative recruitment and screening processes to deliver high-quality insights for clients. The company aims to reshape the market research industry, one opinion at a time.