



Holly Moore, Yankelovich

Holly Moore is a Partner with [The Yankelovich MONITOR®](#) consulting group. In this role she is responsible for managing client accounts and providing consultation and analysis of consumer lifestyle trends. Holly's clients include several leading media and advertising groups as well as companies in industries ranging from housewares to pharmaceuticals. Holly manages Yankelovich's online deliverables, including the MONITOR Minute, a weekly newsletter identifying consumer trends and opportunities for clients.

Prior to joining Yankelovich, Holly was an associate manager with Turner Broadcasting's Marketing Solutions Group. There she worked on developing strategic positioning and new programming for Turner properties such as CNN. She also worked on creating integrated marketing platforms for its advertising clients. Previously, Holly was the international editor for *AdWeek* magazine and a reporter with *MediaWeek* magazine.

Holly holds a Master's of Science in Media and Communications from the London School of Economics and Political Science. She has also studied with the Chartered Institute of Marketing in the UK. She earned her B.A. from New York University where she studied journalism.

[Yankelovich Partners](#) delivers measurable breakthroughs in marketing productivity for our clients. For over 30 years, the [Yankelovich MONITOR®](#) has tracked and forecasted consumer value and lifestyle trends.

Yankelovich serves its clients through a unique database and segmentation solutions, plus our unparalleled information-based insights into consumer motivations and lifestyles, identify specific, tangible opportunities for competitive advantage by moving clients from simplistic targeting to advanced productivity solutions. Clients include Fortune 500 companies in the retail, financial services, advertising, consumer products, technology, automotive, media, entertainment and insurance industries among others. [MindBase®](#) links the MONITOR information on why people buy directly to databases of customers and prospects. [The Segmentation Company](#), a division of Yankelovich, provides proprietary needs-based segmentation solutions. Yankelovich is headquartered in Chapel Hill, NC, with offices in Norwalk, CT and Atlanta, GA.