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For Immediate Release

## Dialsmith Names Eric Alzuhn Senior VP and Head of Day-to-Day Operations

*Additional promotions and new hires also announced.*

Portland, Ore. (April 17, 2018) — Dialsmith, developer and worldwide marketer and seller of the Perception Analyzer® dial testing tools and services, today announced a series of promotions and new hires, including the promotion of Eric Alzuhn to Senior Vice President and head of day-to-day operations. Alzuhn takes over daily operations from founder and CEO David Paull who has shifted his focus to leading the company's recently launched Engagious venture.

In addition, Dialsmith has announced the hiring of Amanda Paull as Vice President, Marketing, and Cindy Ng as Director, Projects & Client Services, as well as the promotion of Clinton Godeke to Director, Projects & Client Services, Greg Treat to Director, Projects & Client Services, and Brian Izenson to Director, Marketing & Business Development.

### About Dialsmith

Dialsmith is a Portland, Oregon-based, technology company that develops products and services for research, audience engagement and live event polling. Pioneers in the development of audience response tools for capturing and displaying continuous and in-the-moment feedback, Dialsmith is the worldwide marketer, seller and service provider for dial testing technologies: Perception Analyzer, Perception Analyzer Online, and Slidermetrix. Featured on CNN, FOX News, 60 Minutes, Food Network, X Games and more, Dialsmith's Perception Analyzer tools are the gold standard for dial testing focus groups, public opinion studies, academic research, mock juries and more. To learn more, visit [www.dialsmith.com](http://www.dialsmith.com).

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