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Mindspot Welcomes Jessica Castro As Their Newest Marketing Research Analyst

Orlando, FL---November 17, 2011 – Mindspot welcomes Jessica Castro as their newest Marketing Research Analyst!



A graduate of New York University, Jessica Castro has a double major BA in Communications and Organizational Behavior. As a native Spanish speaker, she is also fluent in Spanish. She has facilitated and conducted focus groups in both English and Spanish across the Latin American markets to gain further insights into the television viewing and communication behaviors of audiences.

Jessica Castro has over 7 years of media and marketing research experience. She previously worked over 6 years with ESPN, managing the International Customer Sales and Marketing Research department. While at [ESPN](#), she employed quantitative and qualitative marketing research techniques to establish and track target audiences for ESPN marketing campaigns and communication strategies internationally. Working with Ad Sales, she managed projects for key clients, which included Rolex, Kodak, Samsung, Adidas and Nike. In addition, she maintained performance analysis for the networks carrying major leagues and rights holders content including NFL, MLB, NBA, Soccer properties, Golf and Tennis. Jessica also piloted and established the first International Research Website for ESPN, where clients and partners could access research findings and performance of the networks throughout Latin America, Asia, Europe, Australia, and Africa.

With [Sony Pictures Television](#), Jessica also worked on a yearlong project that provided Market Research to the Latin American networks; collaborating with the Programming, Marketing, Sales and Operations teams. There she designed and developed strategic proposals to maintain the competitive position and market share of Sony Pictures Television channels in the Latin American market. The networks evaluated were Sony Entertainment Television, AXN and Animax, which was newly rebranded to Sony Spin.

Jessica has recently joined [Mindspot](#) and has been actively participating in conducting Online Focus Groups as well as creating client reports that capture the insights, recommendations and next steps for clients.

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About Mindspot, Inc.

Mindspot™ is a global research company that specializes in online research design, implementation and recommendations for business solutions. Services include Online Surveys, Online Focus Groups, Video Customer Profiles, Strategic Marketing and Research Initiatives. For more information, visit Mindspot at:

www.MindspotResearch.com