



Delvinia announces new Executive Director

Marketing research industry veteran Suzanne Costa to lead AskingCanadians

Thursday, October 5, 2017 (TORONTO, ON) – [Delvinia](#), an innovative data collection company and technology scale-up headquartered in Toronto, is pleased to announce the addition of [Suzanne Costa](#) as Executive Director of its [AskingCanadians](#) online data collection business.

“As our company continues to grow and focuses on scaling globally, we are redefining our leadership responsibilities,” said Delvinia CEO [Adam Froman](#). “We are very pleased to welcome Suzanne to our Executive team and are confident she will be an effective leader who will ensure AskingCanadians’ continued growth and success in the years to come.”

Costa will oversee all aspects of Delvinia’s AskingCanadians data collection business, which will enable Delvinia EVP [Raj Manocha](#), who has played a pivotal role in building the AskingCanadians brand since joining the firm in 2011, to focus on growing revenues across all of Delvinia’s commercial business units.

With more than 15 years of experience in the marketing research industry, Costa brings a wealth of experience to her new role, having led North American operations for Verve and global operations for Research Now. Costa will oversee the AskingCanadians business, solidifying the brand’s positioning as the market leader in Canada and directing future growth across the country.

In addition to bringing Costa on board, Delvinia kicked off the fall with a number of new hires, adding nine staff to support the growth of its AskingCanadians and [Methodify](#) businesses in recent weeks. The firm is continuing its recruitment efforts to meet the growing demand for its services and will be hosting a Career Fair later this month.

About Delvinia

Delvinia is transforming the way organizations collect and use data, enabling them to make better and more informed decisions. Founded in 1998, the innovation company includes a successful portfolio of digital businesses, each with a focus on data collection. Delvinia Custom Solutions uses new and emerging technologies to help clients collect, visualize and enable data; AskingCanadians and AskingAmericans offer a range of data collection services to market researchers throughout North America, including access to an online research community of more than one million Canadians; and Methodify provides the ability to gain customer insights through an innovative online platform in as little as 12 hours. For more information, visit delvinia.com.

About AskingCanadians

AskingCanadians, a Delvinia company, is an online data collection firm with access to a research community of more than one million Canadians who have opted-in to participate in

online surveys that significantly influence today's leading brands. Established in 2005, AskingCanadians owns and manages the AskingCanadians online research community and its French counterpart Qu'en pensez vous. AskingCanadians is dedicated to enabling market researchers to quickly gather and deliver high quality information from Canadian consumers. AskingCanadians and Qu'en pensez vous are built through incentive partnerships with Aeroplan, Hudson's Bay Rewards, Walmart, PETRO-POINTS, and VIA Préférence. The result is an average response rate that eclipses the industry. For more information, please visit corporate.askingcanadians.com.

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For more information, please contact:

Susan O'Neill

Director of Communications, Delvinia

(w) 416-364-1455 ext. 272

(m) 416-459-2555

soneill@delvinia.com